

## Father and daughter team-up to create unique skincare line

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JamieO Skincare announced today the launch of its company and the first two products in its new skincare line. The company was founded by the father and daughter team of Dr. Terry James and Jamie Oâ€™™Banion. Oâ€™™Banion, a Kim Dawson model and former pageant queen, was often in the public eye and, therefore, needed to have her skin always look its best. Her father, who is a medical doctor involved in clinical skincare formulation, helped keep her skin youthful and blemish-free and taught her how to discriminate between powerhouse products and would-be imitators. â€œHaving grown up in the home of a physician involved in clinical skincare development, I was privy to cutting-edge products and learned early on how to select performance skincare products,â€• said Jamie Oâ€™™Banion, founder of JamieO Skincare. â€œAs such, I was often asked what I used on my skin and my recommendation for a great retail skincare line. Most of the products I used were clinical-grade products and not available to retail consumers, so I was unable to recommend an accessible, high-performance line. JamieO really evolved from my desire to share outstanding, clinical-grade products with women in search of fabulous skin.â€• The first two products from JamieO Skincare are Rewind Time and Crystal Radiance. Rewind Time is a Vitamin C serum that stimulates collagen and elastin production in the fibroblasts, reducing the appearance of wrinkles. It also reduces discoloration associated with sun damage and prevents free-radical damage, slowing the aging process. It contains a proprietary Peptide, a non-irritating form of Vitamin C and a nanotechnology delivery system to ensure the active ingredients penetrate the skinâ€™™s surface and travel deep into the lower level of skin called the dermis. Crystal Radiance gently buffs, exfoliates and stimulates skin cells to provide an in-home microdermabrasion experience. Crystal Radiance smoothes dry, patchy skin and stimulates cell turnover to produce incredibly smooth skin and a visible glow. It also contains the non-irritating form of Vitamin C. â€œWithout doubt, the unique science philosophy behind JamieO sets the line apart from others,â€• said Dr. Terry James, chief science officer of JamieO Skincare. â€œEvery JamieO product must meet our essential efficacy criteria. Specifically, the product must have the right active ingredient, formulated in the right amount, with the right delivery system, delivered to the right target cell. I believe women should know what they're using on their skin and why it works. It's that simple.â€• â€œFor years we have known that certain vitamins and proteins can help slow the aging process and create healthier, more radiant skin,â€• said Dallas plastic surgeon, Dr. Bernard Bloom. JamieO products are the perfect complement to procedures we perform in our office and our patients have really been excited about the results they have seen since using the products.â€• JamieO Skincare products are currently available online at [www.jamieoskin.com](http://www.jamieoskin.com). JamieO Skincare is also working to partner with several high-end retailers.

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