

An Expert in Skincare

Erno Laszlo introduces new products to its Hydra-Therapy Collection, which was inspired by actress Audrey Hepburn's luminous complexion

What did screen goddesses Audrey Hepburn, Marilyn Monroe and Greta Garbo all have in common? They all had beautiful skin—and they were all treated by legendary Hungarian dermatologist Dr Erno Laszlo.

Having studied skin pathology at university, Laszlo founded his first specialist institute in Budapest in 1927. He quickly became famous for healing Princess Stephanie of Hungary's acute skin problem with an innovative cleansing ritual dubbed "The 30 Splashes" because of its copious use of water, restoring her self-esteem in the process. After moving to New York and opening an institute on Manhattan's Fifth Avenue in 1939, Laszlo's reputation spread amongst America's elite, and soon the likes of Hepburn, Monroe, Garbo, Grace Kelly, the Duchess of Windsor and Jacqueline Kennedy Onassis were all dedicated Erno Laszlo skincare devotees.

Laszlo was renowned for revolutionising skincare by creating a range of personalised cleansing rituals and innovative new products for

his customers, pioneering the idea of splashing water to deeply cleanse your skin rather than using cold cream. He was also the first to develop skincare ranges especially targeted at different complexion types, plus prescribed skincare programmes designed specifically for teenagers and men. It's no wonder, then, that Hepburn once commented: "I owe 50 per cent of my beauty to my mother and the other 50 per cent to Erno Laszlo."

Although Laszlo died in 1973, his legacy lives on through his eponymous problem-solving skincare line, ensuring that all of us now have access to his dermatological genius. Even today, the Erno Laszlo range continues to use the tried-and-tested formulas and customised twice-daily skincare rituals originally developed by the doctor himself, while also creating cutting-edge new products based on his philosophies.

The brand's hero moisturising range, its Hydra-Therapy Collection, is inspired by none other than Hepburn, who Laszlo observed had such well-moisturised and soft skin that she barely

WATER POWER
From left: The Hydra-Therapy Memory Sleep Mask; the Hydra-Therapy Refresh Infusion



needed any make-up for her complexion to glow on screen. He discovered that the secret behind a luminous complexion was not only hydration but also alleviating stress to the skin, and so the Hydra-Therapy Collection was born, designed to hydrate and soothe skin at every level.

The Hydra-Therapy Skin Vitality Mask is a fantastic quick fix for tired, dull and dehydrated skin—immediately moisturising and revitalising skin cells, with a cooling sensation that re-energises and alleviates the stress caused to skin by air travel, sunburn, pollution and all the other irritants of daily city life. Meanwhile, the Hydra-Therapy Skin Revitalizer captures and locks in moisture, smoothing away fine lines and wrinkles, quenching dry skin, repairing damaged cells, and increasing firmness and tone.

To complement these iconic bestsellers, Erno Laszlo has now introduced two new beauty heroes to further enhance that trademark "Laszlo Glow." The Hydra-Therapy Refresh Infusion serum is designed to be the first step in defeating dehydration. Boasting a formula that's super-lightweight and super-effective, it not only treats skin on three levels to help reverse the damage caused by dryness, but also boosts the effectiveness of the active ingredients in any skincare products that are subsequently applied.

Finally, the Hydra-Therapy Sleep Memory Mask is inspired by NASA's memory-foam technology, providing a revolutionary weightless gel texture that cushions skin and restores youthful elasticity overnight. Delivering a potent blend of Laszlo's signature "24-Hour Smart Hydrator" ingredients, this promises to deliver unprecedented moisture and vital nutrients overnight—a true breakthrough for beauty sleep.

Working together in perfect harmony, the Hydra-Therapy Collection is a miracle cure for dehydrated and dry skin—especially apt for Hong Kong complexions drained by constant air-conditioning and air travel—ensuring your skin will be plumper, more supple and recharged with radiance and vitality... just like Audrey Hepburn's. ■



STAR FOLLOWING

From top: Iconic celebrities such as Audrey Hepburn were ardent fans of Erno Laszlo; Hepburn was also the inspiration behind the brand's Hydra-Therapy Collection

