

## Skin Care | Exfoliators

### The Newest Launch from Clarisonic Is About to Make You Look Years Younger

By Danielle Fontana , Editorial Assistant | February 15, 2017



What was once a stand-alone innovation in the skin care realm has now become commonplace on m vanities, and it's safe to say that **Clarisonic** paved the way for sonic cleansing devices everywhere. Th difference in skin's purity when cleansing with an oscillating brush versus with your hands or a cloth unrivaled, hence the popularity of the category and the various brushes being created from almost e skin care brand imaginable, but Clarisonic is introducing a new tool to the market with a surprising fo in mind that goes far beyond the task of cleansing.

Welcome the **Smart Profile Uplift** (\$349), better known as your anti-aging routine's secret weapon. H promise? Maybe, but the results (more on this later) speak for themselves. The tool itself comes with interchangeable face and body cleansing heads—one for your body and one for your face—but the standout feature is the parylene-coated silicone **massager** head, designed to boost your products'

efficacy and turn back the clock quickly by targeting multiple signs of aging in one simple step.

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“After being the leader in sonic cleansing for more than a decade, it was a natural step for us to also enter the anti-aging market and determine how we can complement the treatment part of people’s routines,” Dr. Robb Akridge, cofounder and president of Clarisonic, tells us, adding that the brand then began to examine other frequencies above and below those usually used for cleansing. “In the process, Clarisonic (and the amazing L’Oréal Research and Innovation team) discovered a unique, patented [sonic frequency](#) that delivers new skin-firming benefits. The resulting two-in-one skin care device combines the power of Clarisonic’s iconic cleansing—that is gentle enough for twice a day use and cleanses the skin six times better than hands alone—with a new firming massage experience that visibly improves 15 [signs of aging](#) on the face, neck and décolleté.”



*Image/Clarisonic (results shown after 12 weeks of use)*

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When we asked Dr. Akridge about the science behind the innovation and how it makes users appear younger, he explained that it all falls on the frequency and design. “This special frequency, coupled with Smart Profile Uplift’s specially designed silicon Firming Massage Head, produces 27,000 micro-firming massages over three minutes. In clinical testing, 12 weeks of twice daily use of the Firming Massage Head and a placebo cream (without anti-aging actives) showed visible improvement of 15 signs of aging, especially with wrinkles, firmness and radiance.” What’s more, these quick massaging motions also work to stimulate [collagen production](#), resulting in a smoother surface as well, while helping your favorite

serums, oils or creams to better penetrate deeper into the skin. And if you're hesitant about the feeling of the massaging head, don't be—it's perfectly shaped to glide along the contours of your face (it fit along my cheek bones, [jawline](#) and lips with surprising ease) for a spa-like experience and unsurpassed results.

Whether you're looking to boost your cleansing game or seriously upgrade your anti-aging regimen, Clarisonic just made your choice so much easier. And if you're not quite ready to drop \$349 on the brand's Smart Profile Uplift, you can also purchase the individual massage head separately for \$54 and use it with any existing Smart Profile handle, too, also available beginning today on Clarisonic's [website](#).

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