

Beauty of Tomorrow Interviews with Dr. Scott Gerrish, Navneet Kaur and Amber Edwards

Three leading beauty industry experts discuss the technological developments in the industry with Candice Georgiadis

GREENWICH, CT, USA, April 21, 2020 /EINPresswire.com/ -- Candice Georgiadis, owner of the blog by her namesake, interviews individuals on the cutting edge of hotel, travel, lifestyle and other similar topics. She expands the marketing footprint of individuals and companies with a combination of branding and imaging across social media and conventional websites.

The beauty industry is going through a massive technological 'breakthrough' period, something that has been building and we are finally seeing the 'dam break'. Candice Georgiadis is helping get the word out on the these bleeding edge breakthroughs that are not only changing the beauty industry but also changing the way people view beauty as a whole. Below are 3 interview excerpts and at the end is Candice Georgiadis' contact info, she can help with your social media and website marketing needs.

Dr. Scott Gerrish, internist at IYA Medical in Scottsdale, Arizona

The beauty industry today has access to technology that was inconceivable only a short time ago. Can you tell us about the "cutting edge" (pardon the pun) technologies that you are working with or introducing? How do you think that will help people?



Dr. Scott Gerrish, internist at IYA Medical in Scottsdale, Arizona

We are living in a very exciting time when it comes to current and evolving technology to combat and reverse the signs of aging. In the past, technology has been the limiting factor in obtaining consistent and substantial results. For instance, in order to lift and tighten the skin, we need to deliver heat into the deeper layers (or dermis) of the skin while not overheating the top layer (or epidermis). Until recently, technology was unable to effectively bypass the top skin layer and achieve deep collagen heating. That dilemma has changed with the introduction of the breakthrough technology of Profound RF, by Candela. This technology is incredibly exciting and now allows us to safely create substantial remodeling of the collagen that results in drastic lifting and tightening of the skin. We are now one giant step closer to facelift-like results without undergoing the associated risks or

“

People are the biggest assets in any company, and instead of being insecure, you should hire those who are smarter than yourself, and invest in training them to lead”

Navneet Kaur, founder and CEO of a skincare start-up
Yours

downtime of surgery.

Another very new and exciting technology that launched this year is electromagnetic muscle stimulation for strengthening and toning major muscle groups of the body. The latest and most powerful addition to this field is the CoolTone, by Allergan. CoolTone is FDA cleared for toning the muscles of the stomach, buttocks, and legs. While the cosmetic benefits of muscle toning is exciting, that's just the tip of the iceberg. With increased muscle mass, we increase our metabolism and burn fat more effectively. With a stronger core, we see improvement in lower back pain. Additionally, it has been fun to watch our patients advance in athletics and exercise performance from the CoolTone's induced muscle tone and strength. Read the [balance of the interview here](#).

Navneet Kaur, founder and CEO of a skincare start-up Yours

The beauty industry today has access to technology that was inconceivable only a short time ago. Can you tell us about the “cutting edge” (pardon the pun) technologies that you are working with or introducing? How do you think that will help people?

Personalized experiences are the lay of the land in the online world, but that same level of personalization and adaptable efficiency is rarely found in the offline world, especially in the beauty industry. Over the past year or so I've been working with my team to refine the proprietary personalization model that is so integral to Yours.

How this works is that users complete an online skin assessment by uploading a selfie and answering questions about their skin, lifestyle, and environment. We use computer vision algorithms to extract data from the selfie before combining this data with inputs from the questionnaire. The complete data set is then fed into a proprietary personalization model that decodes skin needs. Finally, active ingredients from our ever-evolving ingredient dataset are mapped to create a personalized skincare regimen for each user comprising day cream, night cream, face serum and eye serum (and many more products coming soon).

By removing trial-and-error from everyday skincare regimens and ensuring that skincare isn't one-size-fits-all, we're reducing the opportunity costs associated with valuable time and money spent on ineffective products. We're also further automating this essential area of modern life with our skincare subscription service, your



Navneet Kaur, founder and CEO of a skincare start-up Yours



Amber Edwards, President, Sinclair Pharma North America

Autopilot, which takes care of product refills and reformulations according to each user's ever-evolving lifestyle, environment, and needs.

What we're fundamentally looking at is the future of beauty that's simplified and sustainable, a future where decision fatigue and frustration never enters the conversation about skincare. Read the [complete interview here](#).

Amber Edwards, President, Sinclair Pharma North America

The beauty industry today has access to technology that was inconceivable only a short time ago. Can you tell us about the "cutting edge" (pardon the pun) technologies that you are working with or introducing? How do you think that will help people?

At Sinclair, we are striving to be a leader in shaping a more natural and overall healthier perception of beauty. We hope to officially move this market past the overfilled, overstretched, over-lifted trends that have given the category a bad reputation. In market research, we constantly hear consumers say their biggest fear in getting a cosmetic treatment is that they will look completely different and unnatural, and there are plenty of bad examples! Our current product, Silhouette InstaLift, and the products in our pipeline are all very subtle and use your body's own ability to create more collagen in order to provide a very gradual and naturally refreshed look. I tell my friends and family that if you can tell someone has had work done, it was not done well. The goal is to look like you've just had a holiday, looking refreshed and rejuvenated. Finish reading the [rest of the interview here](#).

Candice Georgiadis

About Candice Georgiadis

Candice Georgiadis is an active mother of three as well as a designer, founder, social media expert, and philanthropist. Candice Georgiadis is the founder and designer at CG & CO. She is also the Founder of the Social Media and Marketing Agency: Digital Agency. Candice Georgiadis is a Social Media influencer and contributing writer to ThriveGlobal, Authority Magazine, and several others. In addition to her busy work life, Candice is a volunteer and donor to St Jude's Children's hospital.

Contact and information on how to follow Candice Georgiadis' latest interviews:

Website: <http://candicegeorgiadis.com/>

Email: CG@candicegeorgiadis.com

LinkedIn: <https://www.linkedin.com/in/candice-georgiadis-34375b51/>

Twitter: <https://twitter.com/candigeorgiadis> @candigeorgiadis

Candice georgiadis

candicegeorgiadis.com

+ +1 203-958-1234

[email us here](#)

Visit us on social media:

[Twitter](#)



[LinkedIn](#)

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases. © 1995-2020 IPD Group, Inc. All Right Reserved.