

LIVING

STOREGAZING

New skin-care boutique grants Miracle

Plastic surgeon touts cosmetics line said to knock 10 years off skin

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SPECIAL TO THE STAR

What if you went through the pain and penury of getting a face lift and then didn't know what to feed it?

That's the dilemma plastic surgeon Dr. Frank Lista was faced with and the genesis of The Miracle 10 Skin Care Boutique at 67 Scollard St.

"My patients kept asking me what kind of moisturizer they should be using and I didn't know," explains Lista, who operates from The Plastic Surgery Clinic in Mississauga.

"I didn't know the brands and what was in them. I did my research — the skin needs this and this. I went into stores, looked at labels and concluded that there was nothing out there that had what my patients needed."

In 2003, he made the Miracle 10 Skin Care line available to his patients in his clinic only.

"My patients kept coming back and asking, 'How come I can't get it in the store? My sister in the Yukon wants to get it,'" he recalls.

As far as he knows, Miracle 10 is the only line of cosmetics in Canada created by a plastic surgeon and made in Canada. The Miracle 10 Skin Care Boutique opened June 8 and the line has been available online at miracle10.com for six months.

Why Miracle 10?

"Every single person says, 'My skin looks 10 years younger,'" Lista explains. "One patient said, 'I had a bust lift, a face lift, my nose done and nobody noticed. I started using Miracle 10 and my friends want to know what I'm using.' We say your skin will look 10 years younger in 10 weeks."

You don't need to have plastic surgery to use this line. It isn't age or sex specific, as there is a men's line.

"Our line is PABA, paraben (preservative) and perfume free," he says. "The price points are reasonable, between \$30 and \$128. There is no clinical or therapeutic justification for a cream to cost \$500. It's



AARON HARRIS PHOTOS FOR THE TORONTO STAR

Skin care specialist Asia Mejloumian works a recent Saturday at The Miracle 10 Skin Care Boutique, which opened in Toronto on June 8.

marketing."

There are 19 products in the line and the regimens are tweaked.

"It's the plateau theory," Lista explains. "It's like exercise: after the first couple of days you are sore. After a while, your body adapts and you aren't sore but nothing is happening anymore. Skin reacts the same — something needs to change. Our beauty consultants add something else.

"I'm a personal trainer for your skin."

ON DECK

Expansion into retail spaces like department and drug stores and Sephora.

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PICK THREE



• **Anti-Aging Eye Cream**, a combo of vitamin E, Echinacea, rosemary extract and sea kelp for \$74. "If you use face cream on your eyes, you get bags," Dr. Lista warns. "Face cream plumps your skin up and you don't want plumping under the eye."

• **Super Vitamin C** at \$89. "Vitamin C is a wonder drug," he says. "One drop of it with your moisturizer increases collagen and ground substance, the stuff between the cells."

• **Body Therapy Anti-Cellulite Gel** won't make cellulite go away but makes it look better for \$125. The gel has a tiny amount of tint in it, masking some of the offending cellulite.



DEAL DUO

• **Gentle Hydrating Wash Cleanser** with hydrating botanicals and extracts including aloe and vitamins C and E for \$32.

• **PH Balancing Solution Toner** with aloe and witch hazel extract, formulated for hydrating sensitive or irritated skin without inflammation for \$29.

