

PÖDERMA

Pö Derma Premium Skincare Launch Set to Deliver a New Daily Ritual Worth Adopting

Leading Canadian Cosmetic Surgeon, Dr. Adi Yoskovitch, brings his unparalleled insights to an everyday skincare treatment

Montreal/Toronto, May. 8, 2018 - Launching today, for all the modern, authentic, and inspiring women who want to be the best version of themselves, is Pö Derma, a new skincare ritual created by world-renowned cosmetic surgeon, Dr. Adi Yoskovitch. With the belief that women are no longer willing to be a part of the anti-aging community, Pö Derma's novel and positive approach to skincare helps empower today's women to appear on the outside the way they feel on the inside: smart, unapologetic and radiant. The new skincare offering is developed and manufactured in Canada and is available exclusively at www.poderma.com

In a career spanning over 20 years, Dr. Yoskovitch is an expert in his field and operates one of the most recognized cosmetic surgery clinics in Canada. Through his medical practice, Dr. Yoskovitch realized that many of his clients were missing an everyday skincare treatment - something highly effective, that they could apply in their own homes and see genuine results. With a full range of products, Pö Derma was developed to restore the balance between the modern woman's mindset and her appearance - a bridge between the internal and external appearance of today's woman.

"I've been studying the natural aging of skin for years. My goal with Pö Derma is to provide women with the ability to achieve their best skin, and best selves," says Dr. Adi Yoskovitch, Pö Derma founder. "As a brand, we understand every woman wants to see visible results from their skincare ritual. With an easy cleanse, repair and protect approach, Pö Derma will help women realize a new and beautiful connection between how they feel and what they look like."

Optimized to work together in a daily ritual, Pö Derma offers women the ability to guard their skin from the natural effects of aging, right at home. At launch, seven premium products are available, including:

1. **Flawless** daily cleanser
2. **Brilliance** retinol serum
3. **Lustre** day cream
4. **Radiance** growth factor serum
5. **Luminous** night cream
6. **Glowing** refined polishing mask
7. **Luscious** lip balm

Researching his life's passion of skin beauty and cosmetic surgery in his native Montreal, Dr. Yoskovitch has combined the most advanced scientific formulas with integral ingredients to produce the Pö Derma product line up. At the heart of the products, is the formula's ability to harness the antioxidant power of super-fruit, pomegranate. Studies show that certain components of pomegranate have exceptional antioxidant and anti-inflammatory capacities. These key elements enable Pö Derma to not only prevent, but to repair skin damage, thus creating healthier, rejuvenated and a more aesthetically appealing skin quality.

Currently available exclusively online, the full Pö Derma product line up is suitable for all skin types and complexions. For full product details and pricing, please visit www.poderma.com.

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About Dr. Adi Yoskovitch

As a cosmetic surgeon, Dr. Adi Yoskovitch has dedicated his life to helping people look and feel amazing. He is now introducing an advanced system of skincare products for use in a comprehensive daily regimen, carefully and scientifically designed to help you achieve the healthiest, most beautiful skin you can attain. Dr. Yoskovitch's vision is that your external beauty parallels your inner spirit and celebrates who you are as today's woman. Dr. Yoskovitch does not believe in anti-aging and negativity. He believes in positivity and the celebration of a woman's inner beauty and spirit being reflected in her outer appearance.

About Pö Derma

Launched in Spring 2018, Pö Derma is a selection of premium skincare products containing high performance, nourishing ingredients. Unapologetically focused on helping women celebrate the beauty they already possess, Pö Derma sets a new bar for skincare rituals. With its advanced formulas the entire product line-up was developed by world renowned cosmetic surgeon Dr. Adi Yoskovitch and tested to the highest international clinical standard in Montreal, QC, Canada. Harnessing the antioxidant power of nature's super fruit, pomegranate, Pö Derma represents a complete skincare regime that cleanses, refines and protects skin of any type.

For more information visit <https://www.poderma.com/>.

Pö Derma. Forever You.

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For media looking to speak to Dr. Yoskovitch, more information, and product review samples please contact:

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