

NEW DOMA



Longevity Cream

Expert-founded innovative, age-supporting moisturiser launches for rejuvenated skin that glows with health and vitality

New DOMA Longevity Cream is an advanced daily treatment moisturiser, founded by Harley Street facialist Donna Maneva, which supports the mechanisms of skin cell rejuvenation and cellular repair. Its double strength moisturising formula, comprising of unique, luxurious natural and organic ingredients, nourishes dull and dehydrated skin whilst stimulating collagen and elastin production.

As a facialist of 18 years, running a high-end clinic from her central London address, Donna Maneva wanted to develop her own skincare range that marries ancient skincare knowledge with the latest scientific discoveries. Donna's mindful quest took her around the world discovering long sought-after skincare secrets, which she applied directly into creating this one cream, tackling key skin concerns such as lack of firmness, wrinkles, dehydration, breakouts and uneven tone and texture.

Donna says "My curiosity took me to places with ancient wisdom and beliefs on how to stay energised and prolong life. I discovered youthfulness has three key elements - hydration, cellular repair and a young mindset! Ageing skin has reduced wound healing capacity and increased water loss as well as having to constantly defend itself against environmental aggressors, so I wanted to create a skincare formula that helped maintain optimum skin barrier function and protect against age related dysregulation".

DOMA Longevity Cream is packed with natural ingredients that Donna has 'hand-picked' to play specific roles in delivering cellular energy, stimulating cell growth and collagen production, whilst balancing the skin microbiome and encouraging wound healing for smooth, hydrated skin. With its unique mousse-like texture, Longevity Cream is suitable for all skin types even sensitive skin, possessing a lightweight, airy consistency, yet, leaves skin feeling deeply nourished, energised and illuminated.

DOMA Longevity Cream combines high quality natural and organic ingredients with scientifically proven, innovative components, designed to give all the necessary tools for the skin to perform at its best and stay youthful and healthy.

Sea Buckthorn Pulp

A star ingredient in the Longevity Cream, Sea Buckthorn comprises vitamins and fatty acids which aid skin regeneration and repair. It is hugely beneficial for acne prone skins too as it helps to curb excess sebum production.

Tomato Seed Oil

Packed with phytosterols and minerals such as copper, magnesium and iron, it is highly nourishing and possesses strong age supporting properties. It regulates collagenase and helps maintain natural firmness. Essential fatty acids (Omega 6) are the main constituent of the cell membranes and restores the skin barrier function, helping to regulate cell divisions, tissue flexibility and acts as an emollient, keeping skin hydrated and soft. It also offers a natural UV protection and can help repair sun damaged skin.

Multisal Retinol

Multisal Retinol is a skin-restoring, topical vitamin A technology that promotes cell turnover to diminish the appearance of fine lines, wrinkles, uneven skin tone and blemishes, whilst being friendly to sensitive skin. Its controlled release system delivers small dosages of retinol over a long period of time, making it suitable for sensitive skin that can't tolerate high dosages at once.

Plankton Extract

A green microalgae prebiotic which helps clear and reduce problematic skin conditions such as acne by ensuring a perfectly balanced skin microbiome and creating the right environment for good bacteria to live and thrive.

Bioferments

FSS Dermal Respiratory Factor Advanced is a unique yeast derived active ingredient, which has been shown to stimulate cellular energy, promote collagen synthesis as well as stimulating elastin production. It also diminishes irritation and is a powerful anti-inflammatory.

Eco Marine Algae

A powerful smoothing, anti-inflammatory ingredient which stimulates the collagen production. It plumps the skin and stimulates production of structural skin proteins.

Prickly Pear Seed Oil

The best kept secret for youthful skin in Morocco, is Prickly Pear Seed Oil. Donna went to Morocco in search of the best Argan Oil producer, but whilst there, she was enlightened to the incredible benefits of Prickly Pear Seed Oil which in fact has 150% more vitamins than Argan oil and has the highest concentration of unsaturated fatty acids of any plant oil at 88%. These fatty acids absorb easily into the skin, without leaving a greasy film and are non-comedogenic. It deeply moisturises, helps control acne, tightens pores and stimulates collagen production.

Sequoia Leaf Cell Extract

A thousand-year-old protected giant, Sequoia is a survivor from the ancient forests of North America, that can live for more than 1,000 years. DOMA Longevity Cream uses active plant cells from the Sequoia which help decrease wrinkle depth and smooth fine lines. It reinforces the skin barrier and has a soothing, firming, antioxidant effect.

Pisum Sativum (Pea) Extract

Derived from the humble garden pea, this extract contains antioxidants such as ellagic Acid, beta-sitosterol, gallic acid and quercetin and has premium soothing and calming skin conditioning properties.

As well as these key ingredients, DOMA Longevity includes skincare heroes such as Pomegranate Oil, Green tea extract, Vitamin E, Hyaluronic Acid which all help to hydrate, brighten, smooth and revitalise ageing skin.

Longevity available from
<https://www.doma-cosmetics.com/>
£119, 50ml

Longevity Treatment with facialist with Donna Maneva

The exclusive Longevity Treatment was created by Donna Maneva to treat the skin on multiple levels combining elements of various technical facials to co-exist as one, depending on the client's skincare needs at the time. Techniques such as microdermabrasion, High Intensity Focused Ultrasound for lifting and firming, Radio frequency microneedling, Micro current machine and Dermapen can be used as needed, as well as using the DOMA Longevity Cream to support the treatments and maintain results. What makes her treatment unique, is that it can change at every appointment booked, allowing her to evaluate and select different techniques and devices to use in order to get the best possible results for her clients.

Notes to editors:

DOMA's goal is to achieve high-performance products, which provide real results without causing harm to the environment. Donna Maneva consciously picked each ingredient with that in mind. For every ingredient, she asked the questions: How does it affect the skin and how does it affect our water supply and environment when washed off? DOMA can now proudly say the majority of ingredients are completely natural and organic and pose no threat to the water supply or aquatic life.

As far as packaging, Donna wanted to create packaging that was reusable. She's always disliked buying beautiful products to then end up throwing away the packaging. She felt it was disrespectful not only to the designer of the packaging but also to the environment, especially when most packaging is non biodegradable. This is why DOMA created the cork box for the first Longevity Cream purchase, which can be kept for other uses. For repeat purchases, the Cream comes on its own with a discount for customers.

DOMA is proud to work with DIRT, an environmental charity founded by model, environmentalist and sustainability consultant Arizona Muse by donating 1% of the profits of each purchase towards their work with regenerating soil through supporting the Biodynamic Farming Movement.

For more information, samples, images or treatment requests, please contact Olivia Frileux or Christine Isabel Serreo
Olivia@christineisabelconnect.com |
christine@christineisabelconnect.com



DOMA