

q beauty: ENBACCI MAGIC MASKS

Often found in sports drinks and known for replenishing the hydration of athletes, electrolytes are minerals that conduct electricity when mixed with water. As our face is susceptible to daily biological and environmental aggressors, including age, artificial cooling, and UV trauma, skin cells become less efficient at eliminating the by-products caused by these antagonists which in turn can leave us looking tired, dehydrated and depleted.

With their small molecular weight, electrolytes operate transdermally by dissolving in the body's fluids and creating small electrical charges to help clear water pathways (aquaporins) in the skin. Most notable of these minerals is potassium which serves to transport vital hydrating substances, such as hyaluronic acid and ceramides, to deprived areas of the face and reinforce the skin's natural barrier function through the organisation of lipids.

Pioneering the use of electrolytes with fruit stem cell extracts, luxury Australian skincare brand, Enbacci, releases its latest innovation of sheet masks containing the potent benefits of Swiss apples and French grapes.

Optimising moisture levels to plump skin and reduce the signs of ageing, the sheet masks contain embryonic fruit stem cells which seek out and synthesise to damaged receptors in the skin and adopt their structural coding in order to renew and repair damage from within. Fuelled by potassium, each mask is designed to reverse skin damage by restoring normal cell function, hydration and radiance.

Extracting cells from the callus of the grape – a gel-like covering that forms as the grape attempts to heal itself – the Vitis Vinifera Rejuvenating Mask (\$20 RRP) contains phenolic compounds such as anthocyanins and proanthocyanidins to reverse UV-related damage, reduce redness and inflammation, even skin tone, and strengthen youth-perfecting collagen and elastin structures.



Rich in vitamins A, B and C, the Age Revitalising Face Defence Mask (\$23 RRP) combines a rare Swiss variety of orchid apples, the Uttwiler Spätlauber, and Leucojum Aestivum Bulb Extract to brighten the skin, reduce puffiness, plump fine lines and treat acne scars, blemishes and dark spots. The botulinum effects of Leucojum Aestivum Bulb Extract mimics that of Botox by plumping the skin from within for a fuller, more youthful appearance.

"Electrolytes are a really exciting ingredient for skincare users in 2020," said Yong-Li Zhou, the founder of Enbacci. "Like your favourite sports drink, electrolytes serve as fuel for the skin ensuring our cells operate properly and can benefit from other ingredients."

Enriched with sodium hyaluronate, allantoin, trehalose and acacia senegal gum, both masks in the range help clarify skin from toxins, stabilise healthy moisture levels, and calm inflammation and redness for an even toned and balanced complexion.

"In many ways, electrolytes are to hydration what retinol is to renewal: the ultimate facilitator," said Yong-Li.

Available nationwide online and at Enbacci's flagship store in Prahran (Melbourne), each mask is made locally in Australia and available as a single unit or in a pack of five.

Please visit <https://www.enbacci.com> for all of your enquiries and information.