

MILBAR LABORATORIES' ÜBER SKINCARE

Milbar Laboratories sets the gold standard for developing luxury skincare formulations. They recently took that distinction to the extreme with their creation of Crème Privé, "the most efficacious anti-aging crème available on the market today," explained **Truitt Bell**, President & CEO of Milbar Laboratories.

This luxury cosmeceutical product is the result of collaboration between Milbar Laboratories and **Neal B. Schultz**, M.D. of Park Avenue Skin Care. Dr. Schultz joined Milbar Laboratories as Senior Vice President and Clinical Medical Director in 2004.

Mr. Bell noted, "Milbar has the ability to acquire and develop innovation in new raw materials, which can be formulated according to consumers' skincare concerns, as documented by the 10,000 patients Dr. Schultz treats a year. They become our 'focus group.' Crème Privé evolved from this unique relationship."



Milbar Laboratories' Gus Bezas and Truitt Bell (r.) with Dr. Neal Schultz

Dr. Schultz explained, "My daily clinical experience shows me what patients and consumers need, and that is supported by Milbar Laboratories' technological and chemical resources. In this symbiotic relationship, I learn from Milbar, and Milbar learns from me."

"We constantly brainstorm," added **Gus Bezas**, Senior Vice President, Milbar Laboratories. "Dr. Schultz sees the dermatological problems and transfers that information to Milbar. That exchange of information validates Milbar as a cosmeceutical developer."

On the other hand, Mr. Bezas sees the relationship as an opportunity for Dr. Schultz to test a concept Milbar

has formulated on patients for immediate feedback on its effectiveness. "Dr. Schultz extends Milbar Laboratories from test tube to patient."

Dr. Schultz agrees. "I have a large group of patients who believe in my knowledge. When we get products in their infancy, my patients have such a comfort level and confidence in me that they want to be part of the experience [in testing a new product]." After Dr. Schultz's preliminary testing, Milbar Laboratories' regular testing procedures are initiated.

"Because of Dr. Schultz's research, and his interactive relationship with Milbar," Mr. Bell affirmed, "we can get a product to market in less than half the time for Global multi-billion dollars skincare companies."

"Crème Privé was the result of collaboration between Milbar scientists and Dr. Schultz." Mr. Bell said Crème Privé is an



Dr. Schultz in his office at Park Avenue Skin Care in New York City

example of Milbar's opportunity to formulate without limitation, which allowed it to make the most efficacious and luxurious product without concern for price.

Crème Privé showcases Milbar Laboratories' ability to formulate a complex of new peptides, anti-oxidants, anti-irritants, hydration factors and neuro-mechanical signaling chemicals, all at clinical levels. While 82% of the ingredients in Crème Privé are considered active, most cosmeceuticals contain less than 20% active ingredients. The average per ounce price for the ten most expensive anti-aging creams is \$425.00. Milbar's Crème Privé would be priced at \$2,800.00 for 6.7 oz. if it were to be made available to the retail markets.

"Our clients know that a cosmeceutical formulation for mass to class markets can be made to fit an appropriate profile," Mr. Bell added. "The hands-on expertise of Milbar Laboratories and Dr. Schultz's medical experience and research allow us to achieve validity while bringing products to market faster."

Mr. Bezas disclosed that, in the next eighteen months, Milbar Laboratories will be launching new, dermatologically innovative concepts and incubated brands. "With access to Dr. Schultz's patient base we are a perpetual clinical focus group," Mr. Bell maintains. "Global skincare companies are seeking to outsource to Milbar Laboratories, whose expertise allows them to be first in a market that is all about innovation and clinical proof of meaningful improvement to the skin." *BF*