



TIMELESS BEAUTY

For most, turning 40 can be a catalyst for change. Not so for Clinique. In this MiNDFOOD exclusive, Michael McHugh interviews Dr David Orentreich, whose father co-founded the beauty brand and its timeless 3-Step Skin Care System in 1968.

June 5, 1967

Re: Freckles

I am extremely disappointed that no-one has taken the slightest interest in freckles on the models.

I heartily suggest that we get going as soon as possible on this delicious coquetry – and that you experiment well before pictures are taken...as the only time we have tried doing this, the spots turned out to look like black moles instead of pale red freckles.

All these suggestions were in my telexes from Paris – and I was hoping to see them throughout the next few issues...and it is high time we get onto this.

Please discuss with Carol Phillips' department the best stuff to use.

These are the notes of US *Vogue's* legendary editor Diana Vreeland (1903–89). In her last sentence, Vreeland makes mention of Carol Phillips (1922–2006), who worked as the magazine's beauty editor before becoming managing editor. Consulting with Dr Norman Orentreich, a leading New York dermatologist of the time, Carol wrote an article titled "Can Great Skin Be Created?" Published in 1967, the article expressed a simple idea and marked the beginning of a new era in skincare: great skin *can* be created.

Norman, known for his innovations in the field of dermatology and cosmetic surgery, contributed to Carol's revolutionary article anonymously, as it was a time when the Medical Society of the State of New York did not allow doctors to publicly identify themselves in the media.

In explaining his skincare philosophy in the article, Norman offered simple skincare solutions that have become a standard beauty ritual: cleanse, exfoliate, moisturise. Carol's article exposed women to new ideas that "products can improve your complexion" and "you're not stuck with the skin you're born with".

The concepts not only became cover lines for *Vogue* at the time, they also changed Carol's career and the future of the world-renowned Estée Lauder company, which went on to found the brand Clinique.

The article caught the attention of Estée Lauder's Leonard Lauder, who invited Carol and Norman to help create the first dermatologist-developed skincare line. Carol joined the company in 1967, and in 1968, with the introduction of the now world-famous 3-Step Skin Care System (a daily cleansing, exfoliating and moisturising routine), Clinique was born.

In 1968 the vibe was all about change. The world's socio-political climate was driven by the Vietnam War, Russia's invasion of Czechoslovakia, and the assassinations of civil rights activist Martin Luther King Jr and US senator Robert F. Kennedy. In cinemas, *Funny Girl* was released alongside *2001: A Space Odyssey*. The catchcry in the film *Oliver!*, "Please sir, I want some more," took on new meaning as fashions became looser, shorter and brighter. Katharine Hepburn won an Oscar for *Guess Who's Coming to Dinner*, which challenged ethnic stereotypes.

While most beauty brands at the time were trying to cover problem skin, Clinique wanted to adopt a different approach: to care for skin. "I had been recommending a three-part system of skincare for years – first a soap for cleansing properties, then an astringent containing salicylic acid to strip away oils and rough skin and, finally, a moisturising lotion," said Norman. "It was originally designed for acne-prone or 'muddy skin', but it became apparent that all skin types could use and benefit from the three steps. We were able to give women with all kinds of skin, including sensitive skin, products that would perform."

Over the years, Norman created and developed numerous procedures for skin, hair and nail improvement and maintenance. In 1961 he founded the Orentreich Foundation for the Advancement of Science, a biomedical research organisation with a focus on developing interventions that prevent, halt or reverse disorders that decrease the quality or length of life.

He also invented medicinal therapeutics and medical devices for rejuvenating scarred and ageing skin. Now, together with his son, Dr David Orentreich, who joined the practice in



DR DAVID ORENTEICH, CLINIQUE'S GUIDING DERMATOLOGIST, SHARES SOME SKINCARE SECRETS

Q: What is the history of salicylic acid?

A: Salicylic acid has been used in dermatology for the past 150 years. It has been Clinique's signature ingredient for more than 30 years.

The benefits of salicylic acid were first recognised more than 2000 years ago when ancient healers found that bark stripped from a willow tree and steeped in hot water could alleviate the pain of headache or toothache or even a fever. From this early understanding [of willow bark's benefits] chemists were motivated to isolate and identify salicylic acid.

Aspirin was synthesised by chemically modifying salicylic acid [in 1853]. Shortly after, physicians, primarily those in Europe, began incorporating salicylic acid in skincare treatments. Doctors found it useful for treating a wide range of skin complaints, such as bacterial and fungal infections, psoriasis and acne.

Q: Can skin become accustomed to the same skincare regimen over time, losing its effectiveness?

A: It's a misconception that products can suddenly stop working. A product will perform as it always has, but your skin changes according to various factors, including age, climate and lifestyle. You may want to use an oil-free soap during summer but switch to a gentle emollient version during the harsh winter months. You should keep in mind that skin builds up a tolerance to exfoliation, so most people will benefit from "stepping up" their exfoliation regimen periodically.

1982, and his dermatologist daughter, Dr Catherine Orentreich, who joined in 1993, they deliver a full range of medical and surgical dermatology services.

"I remember my dad embarking on this new project and meeting Carol Phillips," says David. "We were all very excited, and so proud of him. He would often trial new things on us. My sister would be covered with Band-Aids on her back, as he was always allergy-testing some new product. We got a nickel for every Band-Aid, and she always seemed to get more than me!"

Having followed his father into business, David has carried on the family tradition of skincare research, development and treatment.

Not only a partner at the Orentreich Medical Group, David also holds positions in the Departments of Dermatology at the Mount Sinai School of Medicine. "People want to look their best. They may get a mole removed, treat bad acne or sun damage, but people still want

improvement, and there are many ways to achieve that," he says. "People want to know what else they can do to look better."

"Skin can repair damage. It's never too late. Adapt your exercise and diet and your skin will improve. I know if I don't exfoliate, my skin doesn't look good; it's like brushing your teeth but not flossing."

In helping people achieve the complexion they desire, David maintains a simple philosophy. "The best approach

is a holistic one," he says. "It's no good having great skin if your hair is awful and not looked after. We are expected to look after our teeth from an early age and go to the dentist. With your skin, the earlier you start looking after it, the better it will be. Because of changes in technology and medical breakthroughs, we can achieve more, including the safety of products and minimising discomfort. Also, treatments are becoming more widely available and less expensive."

This approach has been successful, with skin protection and skincare products helping to minimise damaged complexions. "Skin can repair damage. It's never too late. Adapt your exercise and diet and your skin will improve. I know if I don't exfoliate, my skin doesn't look as good; it's like brushing your teeth but not flossing," says David. "We have more knowledge now of how skin ages, and there are more tweaks [being made within] the science of anti-ageing; we now look at how to produce even colour

CLINIQUE TIMELINE



1969
International expansion begins: the UK is the first overseas destination.

1970
Development of products to protect the skin from the sun's damaging UV rays.



1976
Launch of Clinique's men's range.



1983
Dramatically Different Moisturizing Lotion becomes the best-selling product in US department stores.



1968
Clinique is founded. US *Vogue's* Carol Phillips and dermatologist Dr Norman Orentreich unite to create the 3-Step Skin Care System.



1971
Clinique is the first cosmetics brand honoured with an invitation to exhibit at the prestigious Dermatology Convention in the US.

Black Honey Almost Lipstick becomes the top-selling lipstick in US department stores.

1978
International expansion booms as the brand enters Japan, Venezuela and South Africa.



1986
Clinique is the first cosmetics brand to exhibit at the Academy of Ophthalmology convention in the US.

1989
Clinique becomes the best-selling brand in US department stores.

and reduce fine lines. We are working with immunology, cell division and biology, working out how cells stop or reverse, and which genes do what.

"Daily exfoliating improves the surface appearance and function of the skin. Studies show that chemical exfoliation increases the epidermal turnover rate, resulting in clearer, smoother, more even-toned skin, which has greater translucency than skin that isn't exfoliated on a regular basis.


"We have found salicylic acid, a chemical exfoliant, to be the best over-the-counter exfoliant. Salicylic acid slows down or interrupts the mechanisms that contribute to the appearance of ageing skin. In 40 years, we have never seen an allergic reaction to salicylic acid.

"Climate change has and will continue to have a big effect on long-term changes [in skincare]. The ozone layer is one factor with a pronounced effect: as the climate changes, our environment heats up, and bacteria thrive in warmer

weather. There appears to be more acne and skin breakouts as it gets hotter."

So what is David's best advice? "No matter when you begin, it's never too late to start looking after your skin. It doesn't matter if you're 16, 36 or 56, a healthy diet, exercise and good, clean skincare will protect you against skin damage."

Who would have predicted that when a savvy journalist and a New York dermatologist united 40 years ago, the cornerstone of Clinique would be born, and that the company's simple philosophy would have such a revolutionary impact on the beauty business? Clinique's simple 3-Step Skin Care System, which now seems so commonplace as it has been imitated by many brands over the years, continues to dominate the cosmetics counters in 130 countries around the world. 

 **MORE AT MINDFOOD.COM**
For more articles on beauty and skincare, go to mindfood.com.



DON'T CARRY EXCESS FLUID

Do you ever feel as though you have just flown halfway around the world and your legs and ankles feel heavy and tight?

When your circulatory system is not working properly, normal fluid balance may not be maintained, especially in your ankles, thighs, hips and waist. The key to treating the problem is to ensure that vein health and capillary integrity are optimal, therefore helping to normalise blood return and fluid balance.

Help is at hand from Venotrex®, which contains a proprietary extract of the Aesculus hippocastanum seed. Venotrex® was developed by Schwabe Pharmaceuticals (Germany) and has been sold worldwide for 17 years. It has an established safety profile, supports vein health and assists in maintaining normal fluid balance. Venotrex® should be taken for at least eight to 12 weeks before its effect is assessed.

1991
US astronauts test the brand's products while enroute to the moon.

1996
Launch of the brand's website.



1998
Clinique is the first prestige cosmetics brand to sell products online in the US.

2004
Clinique is official sponsor of the Latin Grammy Awards show, creating the "Latin Grammy Beauty Look" with an exclusive collection.

2006
Pop star Rihanna (pictured) and country singer Julie Roberts release a song for Clinique's Happy fragrance.



1997
Launch of the women's fragrance, Clinique Happy, which sets the trend for citrus-inspired fragrances.



2005
The Aromatics Elixir fragrance celebrates its 35th year.

2007
Launch of Clinique Skin Wellness Centre in New York.

2008
Clinique celebrates 40 years of success.



Supplementary to and not a replacement for a healthy diet. If symptoms persist see your healthcare professional.
Distributor: Pharma Health NZ Limited, PO Box 15 185, New Lynn, Auckland 0640.
Phone: 09 827 4102, Fax: 09 827 4105.
Information: phone Apotex 0800 657 876 Mon-Fri 9am-5pm or email info@phealth.co.nz. Available from pharmacies and selected health stores.

TAPPSNA 02/03



Australian readers: Venotrex® is available from all leading pharmacies and health food stores.
Information: phone 1800 680 056.