

Forbes

The Latest Mask By Beyoncé's Favorite Dermatologist Uses Magnets to Recharge Complexion



A new breed of mask—the magnet mask—may overtake the sheet mask as the at-home treatment of choice. Soon you may see videos of Beyoncé and Victoria Beckham populating your feeds using little magnetic wands to make a dark grey substance fly off their faces all in the name of a more youthful complexion, thanks to their preferred dermatologist [Dr. Harold Lancer](#).

The famed Beverly Hills dermatologist will launch a new deep treatment tomorrow (October 1st) called the Younger Revealing Mask Intense that harnesses magnetic technology to optimize the anti-aging benefits of a retinoid-and mineral-rich luxurious formula. Claims include reduction of fine lines and improved firmness and elasticity.

Here's how it works. The formula contains Hydroxypinacolone Retinoate, a potent anti-aging ingredient that promotes cell turnover and collagen production. This is coupled with silicone-incapsulated mineral powder that provides the attraction to the magnetic removal tool as well as lends the skin added moisture. The mask is applied and left on for 5-10 minutes (no need to let the formula dry). The magnetic tool is then used to lift away the product along with any dulling dead skin cells. The attraction between the mask and the tool provides microcurrent stimulation for added skin firming benefits and a luminous finish. Residual product remains on the skin to continue its work. More conventional masks use water for removal which dilutes the power of the treatment.

For those looking to boost their magnetic mask with a bit of crystal therapy, another notable dermatologist brand Dr. Brandt has just released its own version called the [Magnetight Age-Defier Skin Recharging Mask](#). Their formula boasts 100% finely ground black tourmaline powder, a high vibe mineral known to repel negative energy.

Cosmetic dermatologist [Dr. Paul Jarrod Frank](#) is a Global Skincare Consultant for MDNA Skincare and MTG, a Japanese skincare and technology company that will be releasing a similar product to the North American market shortly. The company has offered the product in Japan for five years now. Dr. Frank notes:

“The benefits of these types of masks are twofold. The minerals are rich in anti-aging and anti-inflammatory properties and the magnetic properties facilitate the removal of the product. Clay or mud masks which are rich in these types of minerals are typically very heavy and difficult to remove. The magnetic quality allows for quicker removal which is better for the consumer to use at home.”