

# Having Beauty...

# From Within

FACE OF IMEDEEN Spotlight on the 2009 Winner



## The Inside Story On The Fabulous Win And Radiant Skin

The exciting three-month search for the inaugural Face of Imedeem drew a tremendous response of close to a hundred nominations and set the island abuzz. Three deserving radiant finalists were chosen for the big face-off and more than a thousand votes later, it culminated in the unveiling of the winning Face of Imedeem 2009 – **CRYSTAL RAYS** – who embodies Imedeem's ideal of 'beauty from within'.

**C**ystal stood out from the competition not just because of her flawless complexion and sparkling smile, but also because of her internal drive and persistence, despite the adversities she had to face in life. She dealt with the stigma of being an ITE student, overcame financial difficulties, graduated from La Salle College of the Arts and is today living her dream as a fashion designer.

The spunky 23-year old epitomises the Imedeem spirit of "doing more" and believes in living life to the fullest. She is pursuing her dreams of having her own fashion line as well as having her paintings exhibited in a gallery one day. Says Crystal, "This win has helped me acknowledge that I am on the right track through womanhood. As an ambassador for Imedeem, this will not only make me learn and experience more in life but it will help me to be more independent and stronger."

### Never Too Young To Begin

Indeed, Crystal brims with a confidence and maturity that belies her age. Like Imedeem, the world's no. 1 anti-ageing beauty supplement scientifically and clinically shown to improve skin quality from within, Crystal is a strong advocate of focusing on what is within. She shares her secret in overcoming the pressures faced by younger girls in today's fast-paced environment: "I listen to my inner voice."

And this inner voice has put her in good stead. At her young age, Crystal already knows the importance of taking good care of her skin now "to prevent future problems". She follows a daily three-step skincare routine and takes oral supplements like Imedeem and multivitamins.

Says her friend Nuraisyah Ahmad who nominated her, "Crystal can easily get away by not wearing many beauty products when she goes out and still look amazing. She told me her secret is taking care of her skin from within. Ever since I've known her, she has been helpful in terms of sharing her beauty secrets and giving me a lot of good tips on beauty products and regime. She has a beautiful heart and a beautiful face."

### Crystal's Skincare Secrets

Crystal is well aware that her skin will change as she ages. Hence, she is taking the pains to look after her skin even at a young age. Here's her regular skincare routine:

- Following a **daily three-step regime** and **twice weekly facial scrubs**.
- Taking **oral supplements like multivitamins and Imedeem** "are an important and necessary skincare step, because no matter what products you apply on the outside, they won't work well if you're not in good shape on the inside."
- Applying **masks before an important occasion** "to keep the skin firm and give it that special glow."
- Snacking on **green pears** "because they have a low glycemic index and are digested more slowly. This way, they keep me full and prevent me from snacking on junk food."
- Drinking **two litres of water** a day.

As the local ambassador of beauty supplement brand Imedeem, Crystal will be the face of Imedeem advertisements here in Singapore for the next 12 months. Her win entitles her to an expense paid trip to the beautiful city of Copenhagen, and of course, a year's supply of Imedeem's oral supplements. With Imedeem skincare tablets, one simply chooses the correct formulation based on age and needs. For Crystal, **Imedeem Radiant Complexion** will be helping her keep that winning glow.

### Do More For Radiant Skin

As part of Imedeem's 'You Can Do More' campaign, women have been challenged to do more to look after their skin, and encouraged to take control of their lives and adopt a holistic approach to beauty.

To find out how you could have beautiful skin, register for the Imedeem You Can Do More Workshops at [www.imedeem.com.sg/youcandomore](http://www.imedeem.com.sg/youcandomore).

Or simply visit the Imedeem Beautique to analyse the condition and quality of your skin by using the Derma Scan to visualise its moisture, collagen and elastin content.

