

# HARPER'S BAZAAR

WHO'S RUNNING  
HOLLYWOOD?

JULIA  
ROBERTS,  
MEG RYAN,  
OPRAH  
WINFREY,  
AND THE  
OTHER  
WOMAN IN  
TOM  
CRUISE'S  
LIFE

Britney  
Spears:  
The  
fashion  
remix

## SEX AND POWER

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MRS.  
MOGUL

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and married  
to the boss.  
Just don't  
call her a  
trophy wife.

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100

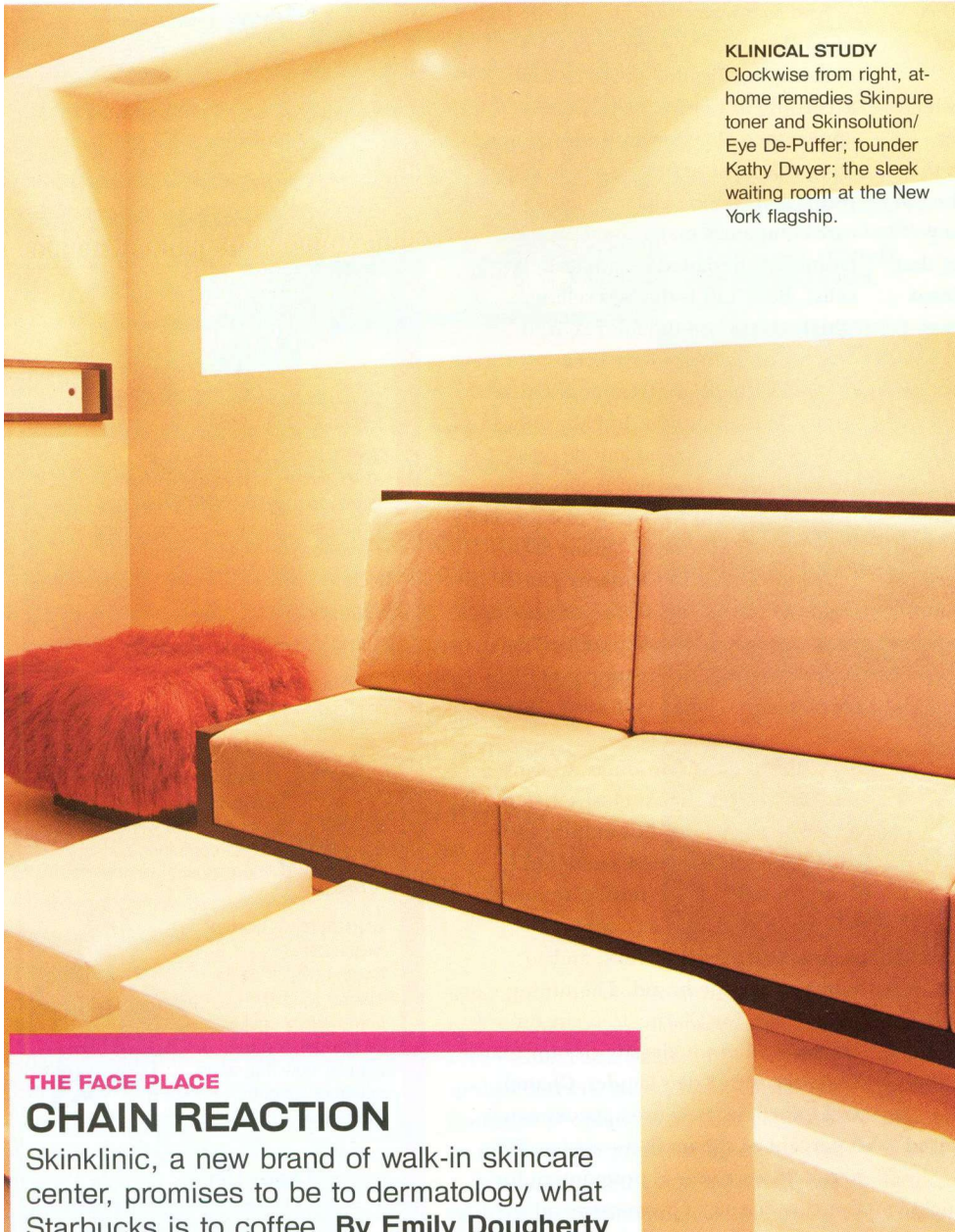
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**KLINICAL STUDY**  
Clockwise from right, at-home remedies Skinpure toner and Skinsolution/ Eye De-Puffer; founder Kathy Dwyer; the sleek waiting room at the New York flagship.



THE FACE PLACE

CHAIN REACTION

Skinklinic, a new brand of walk-in skincare center, promises to be to dermatology what Starbucks is to coffee. **By Emily Dougherty**

**T**he future, according to cosmetic visionary Kathy Dwyer, will be a smooth-skinned democracy, one in which Botox injections and hair-zapping lasers will be as accessible as a no-fat vanilla latte. “Right now, medical skincare isn’t available to the general public,” says Dwyer. “There are only 5000 cosmetic dermatologists in the U.S.—not enough to go around.” The former president of Revlon and the mastermind behind innovations like ColorStay, the first long-wearing lipstick, Dwyer plans to keep America beautiful with coast-to-coast Skinklinics. A walk-in chain—modeled on Starbucks (Orin Smith, Starbucks’s CEO, is on the board of directors)—Skinklinic will offer dermatology-grade treatments, from glycolic peels to collagen shots, in a posh spa setting. The Fifth Avenue flagship

opens next month in New York, and Dwyer plans on infiltrating the rest of the country over the next five years. And, following the lead of Starbucks’s hypercaffeinated coffee, Skinklinic is designed to provide immediate gratification. “We can create a visible difference on the first visit,” says Dwyer, 52. “I’ve tried all the treatments. I know.”

But while Starbucks helped pump the value of coffee through the roof, Dwyer’s Skinklinics will slash the cost of pricey treatments by having registered nurses, rather than doctors, run the show. Nurses will consult with clients and

prescribe a personal Skinscription, a combination of products and treatments pulled from three main categories: Essentials, Replacements, and Removals. Essentials cover basics such as take-home cleansers or in-house glycolic peels. “Our Essentials help skin perform better, encouraging cell turnover and collagen production,” says Dwyer. After eight weeks of Essentials treatments, clients have the option to graduate to Replacements (injectibles plus wrinkle creams) and Removals (lasers that erase pigmentation, visible capillaries, or unwanted hair, and products that address these problems). But the take-home creams won’t be sold without nurse approval, in keeping with the company’s professional-service philosophy. “We’re promoting a process,” says Dwyer. “No Skinscription, no product.” ■