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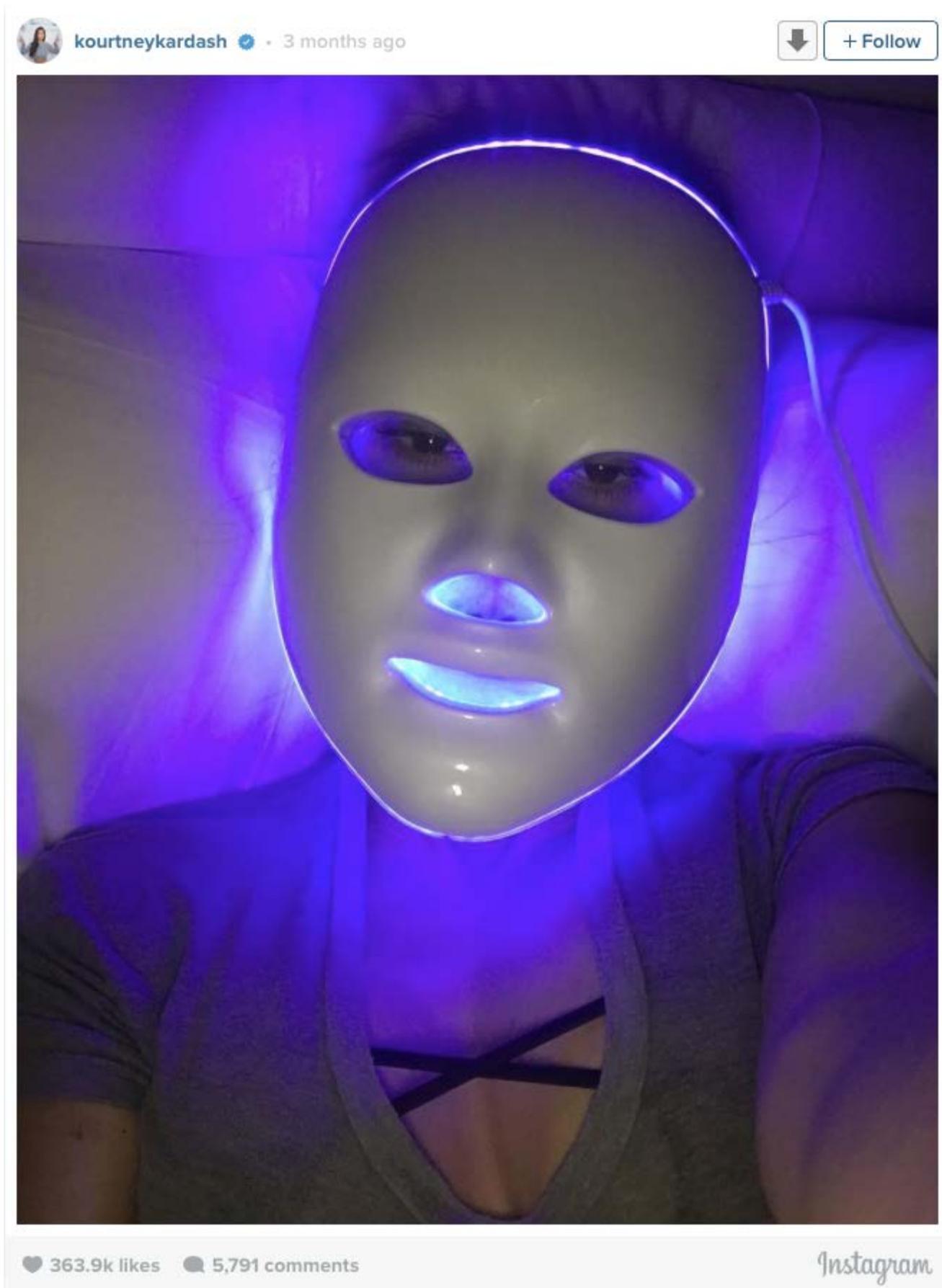
BEAUTY

The Crazy Beauty Trend Taking Hollywood By Storm

By [Leonie Barlow](#) | 3 June, 2016



Beauty is everything in Hollywood and that's why it's usually our favourite A-listers leading the charge on anything the promises youthful, clear skin. So when celebrities started posting pictures of themselves on social media wearing a rather alien-like illuminated face masks (The Deesse Mask) it's no surprise the rest of us stood up and took notice. These masks are used for LED Light Therapy but while celebrities are usually the first to jump onto any new beauty treatment it turns out the science of LED light therapy isn't new. In fact, this treatment has actually been gaining in popularity in New Zealand over the past few years. Who knew?



Above: *Kourtney Kardashian via Instagram*

It all started last year with a post by Jessica Alba, but recently **Kourtney Kardashian, Kate Hudson, and Kelly Rowland** have all posted photos too. According to *In Style*, the blue light targets acne-causing bacteria; red stimulates the creation of collagen and elastin to decrease fine lines and wrinkles; pink boosts the skin's repair function. Combinations of the different lights are used to treat skin conditions like eczema and psoriasis. The strength of the light is the key for this treatment.

According to the experts, the leading option is the Korean **Deesse Premium LED Mask**. The idea is that you use the mask on clean, dry skin for 20 minutes a few times a week. But it doesn't come cheap. Price estimates for this treatment are upwards of \$1000. The hand held LED lights can be used at home daily for three-minute sessions on each area of your face and are more reasonably priced.

LED light therapy has been popular in New Zealand for the last couple of years with a number of well-known clinics around the country offering this service. According to **EverYoung** a Deesse mask is used for skin rejuvenation and pain relief. "It increases blood flow, promotes wound healing, stimulates collagen and elastin production. It can also be used to treat mild to moderate acne and for post treatment pain relief."

Other local clinics offering the service include, **Forme**; **Caci** and **Loft Beauty** among others.

Have you heard of LED Light Therapy treatment before and would you/have you tried it? We'd love to hear your thoughts in the comments below.

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