

weekend TODAY

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MAN OF THE CLOTH

LOOK MA, NO SUNSCREEN!

Plastic surgeon and team create clothing from revolutionary fabric that treats skin problems

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HE'S the man with a contrarian view.

While most skincare experts and plastic surgeons would advise you to wear a sunscreen diligently, Dr Stephen Mulholland thinks you can do without one.

But that's only if you are wearing designs from the Blumod or Yelomod (pronounced "blue mode" and "yellow mode" respectively) collection, which he had a hand in inventing.

According to the Toronto-based plastic surgeon, using a sunscreen or even makeup and skincare products with SPF may lessen or thwart the benefits that come with wearing a Blumod cap or a Yelomod top. If the idea of not applying a sunscreen sounds revolutionary, the technology used in producing the Blumod and Yelomod lines will sound even more so.

Developed by Canadian company SunSoul Inc over about four years, the patent-pending fabric was created to harness the natural goodness of the sun even as more people are shying away from it these days.

The soft, lightweight and cool-to-the-touch fabric is made from a mix of micro-fibre nylon and spandex which transmits the sun's "healthy" rays onto your skin. Yet, its dense knit formation prevents the more harmful UV rays from being transmitted onto your skin.

But the unique selling point of Blumod and Yelomod lies in a proprietary fluorescent pigment system, which



Plastic surgeon Dr Stephen Mulholland and the utilitarian designs from the Yelomod (left) and Blumod (right) collections.

converts UV radiation into high intensity blue light or healthy yellow light. This pigment system lasts for about 30 washes, after which its fluorescent properties will diminish with time.

This also means you'd better like (or get used to) wearing blue and yellow — those are the only two colours that Blumod and Yelomod products will come in, due to the pigment system used in making them.

Blue light has been proven to fight acne-causing bacteria while the yellow light is similar to that used in dermatology clinics to rejuvenate skin.

Basically, that means the Blumod range of active wear, hats and caps will be ideal for acne-prone skin and the Yelomod products can be worn

to help protect skin from premature ageing and sun damage.

Said Dr Mulholland: "This new technology leads to a whole new realm in skin treatment and provides simple solutions so that many more people can have healthier-looking skin without the high cost and inconvenience of time-consuming physician visits and medical procedures."

He recommends wearing Blumod or Yelomod products for at least four hours a day — sans the sunscreen, of course — when you are gardening, jogging or playing golf.

There are even special gloves that can protect the skin on your arms, when you're driving on a sunny day.

It's an invention that will, no doubt, please women drivers who are concerned about exposing their bare arms to the sun during a long drive or in a traffic jam.

Admittedly, there's nothing very sexy about the utilitarian designs in the Blumod and Yelomod collections.

"Our challenge now is to make the products more fashionable but we are not fashion designers," Dr Mulholland told TODAY.

"The next step for us is to license the techniques to fashion designers and brands so that there may come a day when you have a Versace dress in Blumod fabric or a Gucci hat in Yelomod fabric."

Or, perhaps, an Adidas cap in Redmod fabric? That's the third fabric technology that SunSoul Inc is in the process of developing. This draws on the naturally occurring red light found in the sun's rays to stimulate hair growth and will most likely be used in the making of hats and caps. All from red fabric, naturally.

But if Dr Mulholland could invent any other fabric, it would be one that can target stretch marks and cellulite. Said the 48-year-old: "It would be ideal if we could create a kind of fabric that can help the wearer to slim down. We could use this to make the dream garment."

SunSoul's Blumod and Yelomod lines are priced from \$120 to \$175 and are available at selected clinics. For more information, email info@skinfitness.com.my.

