



**Beauty spending:** She spends about \$200 on a facial every month at The Sloane Clinic. She goes for Thermage treatments twice a year, which cost from \$5,000 per session. Botox jabs every three months cost her under \$1,000 per session.

**WIN!**  
MILLIONA WALK  
VOUCHERS AND  
PRIZES WORTH  
\$8,000  
NIVEA GIFT SETS  
WORTH \$1,000  
HUGOBOS  
HAMPERS  
WORTH \$1,000

**MS RACHEL KUM, 26, MISS SINGAPORE UNIVERSE 2009**

Placenta, and extract, stem cells. These may sound like what goes into a witch's brew, but to Ms Rachel Kum, the ingredients may just take her one step closer to the mythical elixir of youth. They are among the anti-aging compounds she plans to use in her upcoming skincare line. Her Rachel & Cometics line has already hit stores - a pressed face powder and a colour control cream went on sale at 30 Watsons stores last month. Ms Kum began working on her beauty line last July after her beauty queen reign ended. Together with three business partners, she has invested \$100,000 in her Rachel & Co brand.

She has taken other unconventional routes in her quest for beauty. Last November, she flew to Facilitator for an aesthetics procedure called Fresh Cell Therapy, which is not approved in Singapore. During this treatment, stem cells from a sheep's hooves are injected into the patient, which supposedly help regenerate the body, improve one's complexion and reduce the appearance of wrinkles.

It is not accepted by the medical profession as it is not backed up by scientific evidence, but Ms Kum is undeterred. She decided to give it a go after seeing how a friend's mother looked visibly younger post-treatment. She reasons: "In 2000, President Barack Obama lifted the ban on stem cell research in the United States, which shows that there is a lot of potential in stem cell."

**Must-have items**  
1 Rachel & Co Mineral CC Cream, \$19  
It's my favourite sunblock and foundation all in one.  
2 Rachel & Co Mineral CC Cream Primer, \$14  
I use this to lock in my foundation throughout the day to keep it from sliding off.  
3 Sloane Inc 24K Gold Skin Primer, \$158  
I use this as a make-up base to prep my skin so that my make-up can go on smoothly and last.

60-minute session includes a microdermabrasion scrub, cleansing using sonic waves and LED red light therapy, which is said to boost cell metabolism for radiant skin.

replies: "There is no need for me to justify anything as I am happy with myself."  
Being in the business of beauty, she is mindful of how much looks matter. "I have to live up to my image because I am in the cosmetics line. I am the face of my brand."  
Her complexion regimen, she says, actually saves her time in the long run. "The results from treatments like live cell therapy are supposed to last for eight to 10 years, so I don't have to spend time maintaining my looks," she says.  
"I go for these treatments so that my daily skincare and make-up routine can be kept to just 15 to 20 minutes. Since my skin is in good condition, I don't have to pile on the products."  
It sounds like a lot of hard work, but the intake she is doing "the maximum that is necessary".  
"I don't want to maintain as I get older. I will have to do more to maintain as I get older."

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Photographer: DEBORAH LEE. Special thanks to The Sloane Clinic for the use of its products.

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She is a fan of other aesthetics procedures too. For instance, she undergoes Thermage treatments, where radiofrequency waves are directed at the skin to tighten and contour it, about twice a year. She also has Botox jabs every three to four months to slim and contour her jawline. Each session costs under \$1,000.

Then there is the Deep Red facial at The Sloane Clinic once a month.

The \$200, 60-minute session includes a microdermabrasion scrub, cleansing using sonic waves and LED red light therapy, which is said to boost cell metabolism for radiant skin.

The Straits Times Urban / VivoCity Wordsearch Puzzle Contest

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<b>1st Prize:</b> Luxe™ white gold necklace with diamonds + \$2,000 Tague voucher	<b>2nd Prize:</b> Luxe™ white gold and rose gold necklace with diamonds + \$1,000 Tague voucher	<b>3rd Prize:</b> Luxe™ white gold and yellow gold necklace with diamonds + \$1,000 Tague voucher	<b>8 Consolation Prizes:</b> Fragrant Calanony white gold pendant with diamonds and white gold chain + \$200 Tague voucher each Sun Kim Sun Noreen Bhandari Salwanah Mohamed Poh Ai Ling Hong Seow Hwee Yeo Ai Ting Pearl Goh Cheng Hong Valerie Lee Xing Qie
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