

Clean machine

By Stephanie Granot

A descendent of the iconic Buff Puff may be the biggest thing to hit Israel since milk cartons



If you're old enough to remember when Israeli milk only came in plastic bags, you just might remember the Buff Puff, that pear-shaped face scrubber that was all the rage in the '70s.

Last month, 10 of us sat around a conference table at Dr. David Orentreich's Madison Avenue office, gingerly touching a device in front of us that looked part electric razor and part battery-operated massager.

His father, Dr. Norman Orentreich is the mastermind behind Clinique's 3-Step Skincare line and the creator of the original Buff Puff.

As they say, "like father like son," and Dr. David Orentreich is the mastermind behind Clinique's latest weapon in the war against dirty skin: the Clinique Sonic System Purifying Cleansing Brush, which contains no less than 35,000 bristles, each with a rounded tip and an antimicrobial center. Similar to a giant toothbrush, when off-duty the cleansing brush sits nestled in a charger, but its battery lasts 180 minutes so you can leave the charger behind on overnight trips — unless you like to spend three hours washing your face!

Coming clean

I asked Dr. Orentreich a few questions about face washing, Clinique's famous 3-Step products and the new sonic cleansing brush.

Can you give us a quick review of the importance of face washing?

During the day, dirt and makeup get trapped in our pores. While we sleep our sweat and oil glands cause more clogging. All this skin congestion prevents our skincare products from being properly absorbed, and therefore totally effective.

Do you mean to say it's as important to wash your face in the morning as it is at night?

Yes. A lot of women make the mistake of thinking that thoroughly cleansing your face in the morning isn't necessary.

Why the brush? Isn't washing with our hands enough and easier on the skin?

Thirty-five thousand antimicrobial bristles clean much deeper than five fingers, and sonic technology — sound waves — allows the skin to be cleaned thoroughly yet gently. It's so gentle you can put a wet tissue on the back of your hand, run the brush over it, and it won't show even the tiniest scratch. I put this claim to the test and can personally testify to its veracity.

Can the brush be used with any cleanser?

It will make any liquid or cream cleanser more effective, but we highly recommend using it with Clinique's 3-Step System facial soaps.

Can you tell us about the 3-Step System?

I'd be happy to. In 1968 my father invented the 3 Steps — cleanse, exfoliate and moisturize — so that each step prepares the skin for the next. It was the first of its kind and remains the gold standard today with a 3-step system for every age and skin type.

After a few weeks of washing with the *Clinique Sonic System Purifying Cleansing Brush* morning and night, my face actually feels smoother and cleaner. The only thing the brush might be missing is a catchier name.

Anything else you'd like us to know about the brush?

It has a pear-shaped head with tougher bristles at the tip for hard-to-reach areas. It can be used in the shower and is light enough not to give you a concussion if you drop it on your head. It's a skin-changer!

The Clinique Sonic System Purifying Cleansing Brush is available in Israel exclusively at Superpharm for NIS 699. Replacement brush heads sell for NIS 99. It is recommended that the brush head be changed every three months.