

# BEAUTY & THE DIRT

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## Beauty News

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### Beauty Latest



### » 60 Seconds with Ken Heng

**Ken Heng** is the founder of **Le Vin™ skincare** a revolutionary new facial skincare line combining organic with scientific technology offering today's women prevention and protection against ageing.

#### 1. What is your background and why (and when) did you decide to set up Le Vin Skincare?

My background lies in professional skincare. I have been supplying my wine therapy based skincare line, OLAVIE, which I launched in 2002 to 5 star resort spas for treatments in the U.S for years. I started noticing two major trends in the beauty industry: organic vs. doctor/dermatological skincare. The former provides the eco-friendly option and feels amazing without offering immediate results, the latter has scientific backing but often contains undesirable ingredients. So we took the best from both worlds and combined them to create Le Vin™ skincare which I launched in the States in 2007 and in the UK last month.

#### 2. What's Le Vin's USP (unique selling point)?

It's our three-prong approach - not only do we combine physician-grade actives in high percentages with organic ingredients, we also incorporated our exclusive **Vita-vino Actif** complex, a super antioxidant & nutrient rich cocktail. By formulating our Chardonnay grape seed extract, resveratrol, Vitamins A,B,C,D & E into a special delivery system, potent antioxidants and nutrients are delivered deep into the dermal layer to help fight free radicals and optimally nourish skin cells for regeneration.

#### 3. For any readers who have never experienced Le Vin™ skincare, what would you say are the must-try, hero products of the range?

We have only launched three products at this stage: Eye Serum, Face Serum and Face Cream so each one is star product in its own right, combining only proven ingredients and no nasties. If I really had to pick, I would say the Face Cream. Why? The Cream contains Tissue Respiratory Factors which bring oxygen to the outer layers of the skin, ridding it of toxins. A must for a clear and bright complexion! And it has a unique clean smelling aroma that comes from the organic wine flour sourced along with our chardonnay grapeseed extract from Burgundy - it's an absolute pleasure to use.

#### 4. What is your vision for the future of the brand?

We are looking to introduce more multi-functioning products to the line. It can become so expensive buying so many different products that claim different things. Every one of our products is designed to multi-function to ensure a basic regime without having to sacrifice on results. At this stage, Le Vin is available at retail only but we are looking to launch professional facial treatments, currently already available in the U.S in the UK next year. Our professional line has been so well received we hope to launch these unique products at retail towards the end of 2008 - the ultimate in anti-oxidant treatment products. Watch this space!

#### 5. What other brands in the beauty industry do you admire?

Definitely Estée Lauder! What she did single-handedly is quite amazing. Remember when Helen Mirren won the Oscar, she said, "I give you the Queen" in her acceptance speech? I wish Estée was still around so that I could say, "I give you the Queen of Beauty!"

[www.levinskincare.com](http://www.levinskincare.com)

Available from Harvey Nichols

2 Jul 2008

#### » Article Tags

**Ken Heng, Le Vin Skincare, Harvey Nichols, Estee Lauder, skincare, beauty, make-up, cosmetics,**

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