



OCTOBER 27, 2015

A COCONUT-BASED CURE-ALL

DR. COLBERT'S NEW FACE MASK WILL CHANGE YOUR SKIN



WORDS RAY SIEGEL

“Everyone knows that coconut water is good for you,” Dr. Colbert said of his latest product, a sheet mask called the Illumino Anti-Aging Brightening Mask. But what we didn’t know prior to the doctor’s explanation is just how good the ingredient can be for your skin. “It fills in fine lines and wrinkles *and* plumps the skin in just 15 minutes.” The mask is also meant to improve skin’s texture, reduce redness, eliminate brown spots by down-regulating skin’s melanin production—and that’s just the tip of the iceberg.

Last night we were invited to Dr. Colbert’s Flatiron office to test out the new product, which is particularly newsworthy as it’s the first true bio cellulose (refreshing cellulose that’s made from fermented coconut water) mask to hit the market. At the Dr. Colbert headquarters, it’s commonly referred to as “the magic coconut mask.” We rushed home to try it last night, so for our purposes too, we’ll also take to referring to it as such because “magical” is certainly the operative word here.

Dr. Colbert came up with the idea for a bio cellulose mask after a surf trip to the Dominican Republic in 2012 (he happened to be there during the earthquake in Haiti and was a first responder to the crisis). After a day of surfing, the Dr. would always slice open a coconut, drink the water, and eat the cellulose for nutrition. He’d play around with the coconut meat in his hands and decided it could make for a good ingredient in a face mask.

It turns out he was more than right. There’s something so utterly refreshing about laying this sheet mask over your face, probably because it does resemble the texture of actual coconut meat. The feeling that you get when the mask’s serum starts to sink into your skin is like an intense thirst that’s finally quenched after a drought. The mask uses QuSome™ technology to deliver active ingredients straight to the dermis where cellular renewal takes place, which can also account for the mask’s dramatic, speedy results. After only 15 minutes, we can say that our skin felt softer, more balanced, at a maximum hydration level, and was less tired looking. After removing the mask, you simply rub in the excess serum and leave it on your face; it’s the perfect nighttime routine, and because the mask contains no irritants whatsoever, feel free to use it in the morning or more regularly than the recommended twice per week.

Other believers, like celebrity makeup artist Romy Soleimani, were there last night to rave about the mask and attest to its greatness. “I use it on almost everyone who sits down in my makeup chair, especially for those looking for a cure after a long flight.” One thing we noticed: everyone who had used it couldn’t stop touching their skin—because it felt *that* soft. For an extra kick, follow up your mask with another of Dr. Colbert’s famous products, the Illumino Face Oil, which contains, you guessed it: coconut oil. Another free tip from the doctor is that all women over 35 should be using some kind of face oil, which he insists does *not* cause acne.

Rather than boring you with science, we urge you to try the Illumino Anti-Aging Brightening Mask out for yourself. And you’re in luck, because Dr. Colbert is hosting an event at [Barney’s New York](#) on Madison Avenue this evening with free trials.