

Facing the World

Hava Zingboim's new cream that has just been launched and her collaboration with a professor from Bar-Ilan University have created quite a buzz in social media. The cream is practically flying off the shelves and is about to be marketed in numerous countries. Is it really an innovation on a global scale, which involves a non-acidic peeling substance that successfully functions under the skin?

Naama Amitai- Peer September 4th, 2017

Hava Zingboim, Israel's pioneer in the field of *Para-Medical Aesthetics* has received an unexpected phone call about seven years ago. Professor Rachel Lubart from the *Nano Technological Institute* at Bar-Ilan University was on the other side of the phone line. "We have reached a breakthrough in minimizing hyaluronic acid molecules and we would like to try incorporating it in cosmetic products", she said and offered her partnership in the innovative research. "I have consulted my husband Motty, who was very doubtful", says Hava, "I told him: 'It feels right to me, this is where the world is going'. That was the starting point of a long and constantly changing journey that ended three months ago with a novel Hava Zingboim cream. It is not only regarded as an Israeli breakthrough on a global scale, but it generates unprecedented demand in Israel and around the world as well.



Zingboim:

"We realize the fact that there might be doctors concerned about a decrease in their income from injecting fillers. However, the new cream does not replace injections filling or smoothing wrinkles but rather maintains long lasting results and provides solution for those who choose not to inject."

Have you anticipated that this new cream would become such an enormous success story?

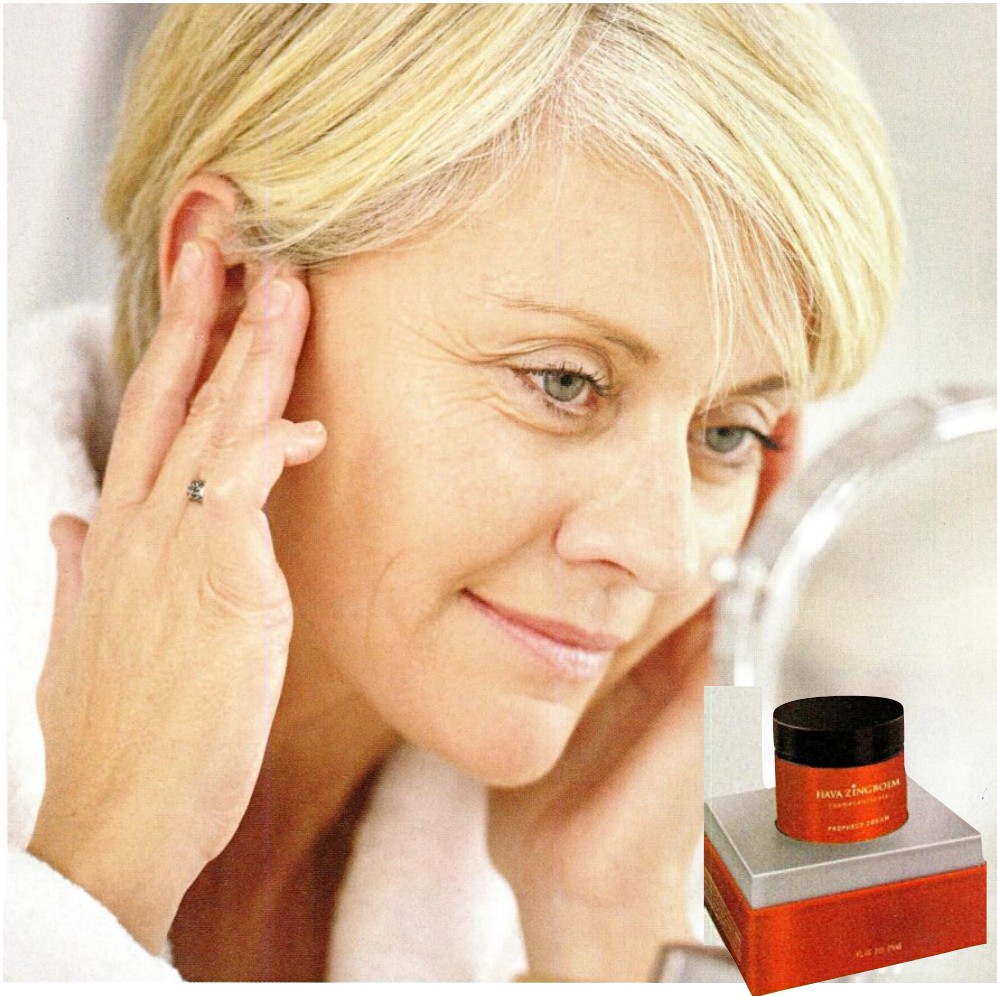
"We knew it was a revolutionary concept that for the first time ever, a non- acidic peeling substance successfully functions in deep skin layers, but nobody anticipated those hysterical reactions and intense feelings expressed by so many people."

Can you give an example?

"We received an intense media exposure and social media was storming. We ran out of stock and could not keep up with orders that just kept streaming in. The phone was ringing off the hook, people were begging, they pulled out connections and were angry at us for not supplying the product immediately."

Why turn to you and not to a big financially substantiated cosmetic company?

"Prof. Lubart was my parents' friend and knew me as a child. She went through a failed business collaboration in the past in which her partner took credit for everything and



What was our opinion after applying the cream for two months?

After first applying this most coveted cream, I felt some bothering tingling sensation on my skin, which disappeared after two or three applications. The skin looked more moisturized and refreshed after two weeks, and I became quite addicted after two months. I have given up applying my other products due to the slightly oily texture of this product. My wrinkles have not magically disappeared, but my skin looked radiant and healthy as often commented by people around me. My friends have applied this cream on their skin as well. What did they think of it? Along side those who were satisfied, there were those who expected a more drastic change, but as far as I am concerned, this is a good product and I will continue on applying it." / **Naama Amitai-Peer**

Product launching in New York and China is expected soon (60ml, 575 NIS)

cheated her out of profits. So when she started working on her research and thought of a collaboration with a cosmetic company, she decided to choose us as partners worthy of her trust on both personal and professional levels".

Is "Hava Zingboim" going to be an international brand soon?

"We receive thousands of offers from companies and individuals from all over the world, including from a large cosmetic corporation that offered to pay a huge amount of money for purchasing the formula or our company, and after we refused, we discussed a business collaboration that would commence in the near future. At the same time we received an approval for distribution in Europe and the United States, and later on we plan on entering the Japanese, Brazilian and Australian markets. We have a festive launching planned in New York and China on this upcoming January. There is a big demand and we are making the necessary plans to manufacture by large scale machines

that could supply millions of packages a month."

The Depth of Wrinkles

The success of this new product was accompanied by quite a bit of criticism and question marks posed by doctors, plastic surgeons and those who play an active role in the aesthetic field. There were those who claimed that hyaluronic acid was already present in cosmetic products and others believed it to be a marketing stunt. "We realize the fact that there might be doctors concerned about a decrease in their income from injecting fillers. However, the new cream does not replace injections filling or smoothing wrinkles but rather maintains long lasting results and provides solution for those who choose not to inject for health or financial reasons", Hava explains." The injection is aimed at paralyzing the muscle or at creating a filler cushion, whereas the cream treats the whole facial skin area."

What do you think about the claim that it is impossible to penetrate under the skin by applying a cream?

" These claims are unfounded. Nowadays, we have creams that help penetrate steroids and antibiotics as well as hormone patches as an alternative for taking pills. Hyaluronic acid is composed of particularly large molecules, and only by micronizing them via nano technology, can they penetrate the external layer of the skin. I truly believe the road I have chosen and no criticism can rock my boat. I am excited by the fact that this breakthrough will bring about much more novel achievements in the cosmetic and medical fields in Israel and around the world."

What does this cream actually do?

"It allows the penetration of hyaluronic acid into our facial skin. Hyaluronic acid is naturally produced in our body but its quantity is gradually decreased as the years go by. The skin's reaction differs from one person to another pending on the depth of wrinkles and skin condition. I have received a lot of "before" and "after" photos

from women proving the magical effect of the cream on their skin”.

Hava Zingboim (50) has met her husband Motty (55), a cantorial singer with an international career when she was in twelfth grade. They got married when she turned 18 years old (“it was love at first sight”) and the couple moved to live in New York where their first two daughters were born. When Hava turned 22 years old, she enrolled to aesthetic studies and eventually joined the first of its kind medical aesthetic course conducted at a hospital in Texas in order to combine the cosmetic field in patients’ rehabilitation process. “From that moment on, it became my world and the basis of my therapeutic approach and of all the formulas that I am developing.”

She returned to New York to work as a beautician at a clinic of a well-known plastic surgeon where she treated numerous celebrities who streamed in to see her. It is following the murder of Yzhak Rabin that Motty decided to return to Israel, and the couple left their luxurious villa and skyrocketing careers to settle in Ra’anana (“We had to start everything all over again with our ten fingers”).

Hava is currently heading a successful cosmetic training academy in which 15,000 beauticians have already completed their studies, and is heading a makeup training school as well. At the same time she manufactures *Para-Medical* line of products. Along side her successful career, Hava is a mother of six children and manages the business in full partnership with her husband. ” I have this uncompromising conviction that cosmetics is a scientific and medical world. When I used the term ‘*medical cosmetics*’, people claimed that there was no connection between the two words, and it took me years to increase awareness to this issue”.

Cancer Does Not Frighten Me

Hava Zingboim was not born with a silver spoon in her mouth or with a bathroom filled with expensive creams. She grew up in Bat-Yam and her mother was hospitalized in different institutions due to her mental illness. Hava was a middle child between an elder sister and a young brother and

was raised by her father who could barely make a living.“ There were periods in time in which I lived at my friends’ houses and was not able to buy minimal things. I used to walk around *Kikar Hamedina* looking at the luxurious shop windows and all the women strolling there with no financial concern in their minds. I could recognize them by the way they were walking in this world. I dreamed of the day I would not have to worry about surviving the following day. You will not see me today with fancy cars or luxurious jewelry. My true essence is parenthood and family.”

Hava was diagnosed with breast cancer during a random check up about six years ago. It was a type of cancer that has 50% recovery chances. “I did not get hysterical about it. I told myself that if I were to die at age 45, then I would know that I had accomplished the most important things in life. I went through treatments and radiations and kept on arriving to work as usual.”

What helps you deal with difficult moments?

“ I don’t allow the pressure around me to overwhelm me, and just like a boxer in a boxing ring, I am always prepared to the blow that might come in advance. Religion is also a source of strength for me and it helps me accept things with love and humility. I always carry the Book of Psalms around with me and I read it quite often.”

What are your professional plans for the future?

“The micronization process of hyaluronic acid carries future consequences of enormous importance in additional fields. We still study this phenomenon hand in hand with researches and doctors from around the world. We have discovered that this substance causes skin brightening as well as assists in curing herpes and healing wounds. We are looking at options to introduce it to the medicines world and to develop body care products. Undoubtedly, this is a dawn of a new era!”