

# Let's get digital

*Get Harley gives you top skincare professionals at your fingertips – not to mention glowing skin for every skin type*

**EVERY NOW AND AGAIN AN IDEA** comes along that is a perfect fit for its time. Get Harley is a digital platform that connects consumers with qualified skincare professionals, for online or in-clinic consultations, as well as personalised medical-grade product regimes (that are often practitioner-dispensed only due to their potency) delivered to your door. Named after London's famous medical district, Get Harley is the modern skin health solution for the time poor – keeping you connected to your skincare professional, and helping you to stick with a regime that's right for you.

'The pandemic made several behaviours the norm during quarantine – food and grocery delivery, at-home workouts, Zoom parties,' says founder and CEO Charmaine Chow. 'We

believe medical-grade skin health will be the same. Once people experience the convenience and effectiveness, there's no going back.'

Get Harley works with a host of skincare names – including Dua Lipa and Meghan Markle's respective facialists, Debbie Thomas and Nichola Joss – along with doctors and dermatologists including Dr Amiee Vyas, who says: 'Get Harley neatly packages my advice with research-backed products and accessibility, to work around my patients' busy lives. Through Get Harley's online consultation platform I can speak with patients anytime, anywhere. The proof is in the beautiful results.'

Meanwhile, Dr Fiona McCarthy explains the difference Get Harley makes to her customers.

'A good skincare regimen doesn't need to be complicated,' she says. 'These are my top tips for leveraging technology to access professional skincare advice and personalised, clinical-grade product recommendations.'



**IT'S GOT YOUR NAME ON IT.**  
*Get Harley's bespoke skincare plans are delivered in a personalised box with a note from your professional*



## Dr Fiona McCarthy's Top 5 skincare tips

### Seek out professional guidance

We are inundated with so much information that it can be hard to know where to begin. In just a few clicks, Get Harley connects you with a specialist professional for an in-person or online consultation. It's an ultra-safe and convenient way to receive top-tier advice.

### Keep it simple but effective

Spend time and money on products that actually work – avoid falling for advertising. A qualified professional can recommend medical-grade products that are potent yet safe for at-home use. Get Harley makes getting those products a breeze: simply order from your skincare professional and they will be delivered to your door.

### Sun protection, no matter the season

SPF, SPF, SPF – this should be your mantra. Protection should be SPF 30+ and should not just be in your foundation or day cream – studies show that these are not adequate. Your Get Harley professional can make tailored recommendations for every step of your regimen, including sunscreen, to cater for your skin type and preference. Goodbye sunscreen-induced breakouts!

### Phase in active ingredients gradually

Vitamin A (retinol or tretinoin) is a must-have. It's a marathon, not a sprint: your Get Harley professional will guide you digitally on how to slowly work up to regular use to minimise side effects and maximise benefits. Get Harley's reminder system makes replenishment effortless, ensuring that you stay on track.

### Embrace the process

What works well for your skin may change over time due to a myriad factors. Get Harley's 24/7 post-consultation support service allows you to ask your skincare professional any questions and give feedback on how your skin is adapting to the products.

For more information, please visit [getharley.com](https://getharley.com)

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