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## NYC Dermatologist Debra Jaliman Launches Sea Radiance Skin Care

By [Allison Collins](#)

New York dermatologist [A-A A+](#) [PRINT](#)  
Debra Jaliman has launched her second skin-care line, Sea Radiance.

After spending 18 months developing products and packaging, Jaliman is now selling both Gentle Cleanser and Rapid Eye Lift on her Website [searadiance.com](#), and at her Fifth Avenue practice. The eye cream contains Sea Elixir, a patent-pending formulation that has peptides and antioxidants, and is stored in an opaque tube that keeps antioxidant-destroying oxygen out, she said. The cleanser retails for \$35, and the eye cream sells for \$79. The line officially launched in the gift bags of A-list celebrities at the Academy Awards, according to Jaliman.

It is likely products will hit select store shelves within the next six months, according to Jaliman. "We have started to speak to retailers to make a decision for when we want to launch it," Jaliman said. "I don't want to just put it in a retailer where they can't spend a little bit of time explaining this product."

The line was born from her desire to give clients, who are often seeking instant gratification, something with a "wow" factor, she said. "I needed a product that would be a hero product...that would be so special you would want to switch," she said. Her previous line, Jaliman MD Prescriptions For Skin, includes cleansers, moisturizers, toners and other stockkeeping units, ranging from \$10 to \$300 in price. It launched roughly 20 years ago.


She has clients test the cleanser on one hand and then feel the difference between hands, and takes photos for before-and-after eye-cream comparisons, she says. The cleanser contains Bach Flower Remedy, which can affect emotional states and is said to leave clients feeling more balanced.


Adding more products to the lineup is in the works, according to Jaliman, who says the plan includes an antiaging cream. She is the author of "Skin Rules: Trade Secrets From a Top New York Dermatologist."




Sea Radiance Rapid Eye Lift

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