

Dr. Adrienne O'Connell Launches SKINformed Skincare?A New Era of Medical-Grade, Clean Beauty

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SKINformed Skincare, a skincare brand founded by board-certified aesthetic physician Dr. Adrienne O'Connell, has officially launched with a focus on thoughtfully developed formulations guided by medical insight and modern skincare standards. The brand enters the market at a time when consumers are increasingly seeking skincare solutions rooted in expertise, transparency, and intentional formulation rather than trend-driven claims.

Developed from years of hands-on patient care at her Laguna Beach practice, Laguna Beach Aesthetics, SKINformed Skincare was created in response to a question Dr. O'Connell frequently received from patients: ?What skincare do you personally use and recommend?? Seeking to provide a clear and consistent answer, she began developing a line informed by her clinical experience and day-to-day work in aesthetics. This process allowed her to translate in-office knowledge into products designed for everyday use outside of clinical treatments.

SKINformed Skincare products are developed under Dr. O'Connell's direction using vegan and cruelty-free ingredients selected to support routine skincare use. The brand emphasizes careful formulation, ingredient transparency, and an approach that balances cosmetic science with clean beauty considerations. Rather than focusing on overly complex routines, SKINformed aims to support consistency and long-term skincare habits.

?As a physician who performs every treatment personally at my practice, I wanted to create skincare that reflects the same level of care and consideration I apply in my medical work,? said Dr. O'Connell. ?SKINformed is designed to help people feel confident about what they are using on their skin and why.? This philosophy is central to the brand's mission and informs every stage of product development.

Among the brand's initial offerings is the Age-Defying Starter Set, curated by Dr. O'Connell as a complete introductory skincare routine. The set includes a selection of core products intended to support overall skin appearance and maintenance as part of a consistent regimen. Designed as a simplified starting point, the set

reflects Dr. O'Connell's clinical approach to foundational skincare. The Age-Defying Starter Set is available at <https://skinformedskincare.com/products/age-defying-starter-set>.

Dr. O'Connell's background bridges medicine and aesthetics. Raised in San Francisco, she completed her undergraduate studies at the University of California, Berkeley, earned her medical degree from Boston University School of Medicine, and completed residency training in combined Family and Emergency Medicine. She later pursued advanced training in cosmetic dermatology and became board-certified by the American Board of Aesthetic Medicine. Her education and professional experience inform the brand's medical perspective.

That same physician-led oversight now guides SKINformed Skincare, with Dr. O'Connell personally involved in formulation review and product development decisions. This hands-on approach ensures that the products align with her clinical standards and professional values.

SKINformed launches with a curated range of skincare products, including cleansers, treatment serums, and restorative creams, with additional formulations planned for future release. The brand is positioned for individuals seeking skincare developed with medical perspective and ingredient-conscious formulation principles, offering a clear alternative to mass-market skincare options.

As consumer interest continues to grow around physician-developed skincare, SKINformed Skincare aims to serve as a bridge between professional aesthetic care and daily at-home routines. The brand reflects a broader shift toward medically informed product development, where formulation decisions are guided by real clinical experience rather than short-term trends. By offering skincare developed with direct physician oversight, SKINformed Skincare seeks to provide clarity and reassurance in an often crowded marketplace, helping consumers make informed choices about their skincare routines while supporting consistency, simplicity, and long-term skin maintenance.

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For more information about SKINformed Skincare, contact the company here: SKINformed Skincare Dr. Adrienne O'Connell info@skinformedskincare.com 610 N Coast Hwy Suite 208, Laguna Beach, CA 92651

SKINformed Skincare

Founded by board-certified aesthetic physician Dr. Adrienne O'Connell, SKINformed Skincare is a medical-grade, clean

beauty brand delivering clinically effective skincare. All products are vegan, cruelty-free, and blend science with luxury.

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