

# Bare Essentials

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**Karen Pakula**

## **Air-conditioned**

Who knows if it works but Madonna is certainly a keen customer. The youthful-looking singer has bought three Australian-made and developed Intraceuticals oxygen-infuser machines – total value \$US21,000 (\$23,000) – for her homes in Los Angeles, New York and Britain; a boon for our economy. Before each concert or television appearance, she gets airbrushed with oxygen bubbles by a personal beautician. Intraceuticals was one of dozens of Australian companies spruiking its wares at this month's international beauty fair, Cosmoprof Bologna. As you were ageing, Australian cosmetics clocked up more than \$338 million in worldwide sales last year.

