

Death of a Police Commander: The Untold Story

10 Local Innovations That Will Change the World // The Tools Top Chefs Swear By

CHICAGO

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DO-IT-YOURSELF DERMAPLANING

Dermaflash

The idea A safe way to dermaplane—that is, exfoliate by shaving—at home

The aha moment Dara Levy, a spa owner and former institutional broker, loved the way dermaplaning made her skin feel. But she knew not everyone could afford to get it professionally done on a routine basis. "I was in the shower one day and thought it should be something you could use at home and that any woman could use," she says.

Since then Levy, 57, sold her spa and created a

handheld tool that uses subtle sonic vibration and a textured steel edge, rather than a traditional blade, to remove skin cells and peach fuzz from a woman's face, leaving a baby-but-smooth texture behind. (Sorry, guys: It doesn't work on your wiry facial hair.) Sephora, Nordstrom, and Neiman Marcus have picked up the device, selling kits that contain the tool, plus extra edges and tubes of cleanser and moisturizer, for \$189. When QVC recently featured Dermaflash for the discounted price of \$149, it sold almost 30,000 of

them in 24 hours. Makeup artist Ashunta Sheriff even used it as part of the Oscars prep for Taraji P. Henson. (No, it wasn't a promotional gimmick—Sheriff is a fan.) After the QVC appearance, Guthy-Renker, the direct marketing giant behind Cindy Crawford's beauty line, made an equity investment and recently began running an infomercial. Worried you'll end up looking like a bearded lady when the fuzz returns? "Your hair won't grow back thicker, darker, or fuller," Levy insists. "That's an old wives' tale."



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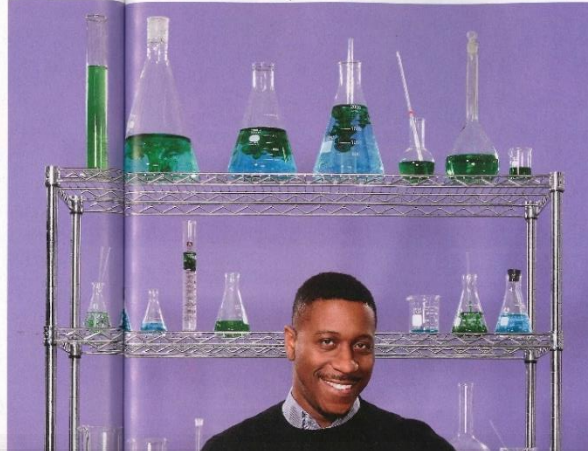
A VIRTUAL SWAP MEET FOR SCIENTISTS

Rheaply

The idea An online marketplace for laboratory researchers to exchange everything from leftover chemicals to unused microscopes

The aha moment Three years ago, Garry Cooper, then a neurophysiology postdoc at Northwestern University's Feinberg School of Medicine, was helping clean out a lab freezer when a colleague started to toss several vials of antibodies into the trash. "I said, 'Hey, let me see if some other researchers could use those,'" he says, "and I found one who could. I realized there was a much broader application for this idea."

Since then Rheaply—the name is a mash-up of "research" and "cheaply"—has become a go-to buy-sell-trade group for Chicago's scientific set. A year after his freezer-side epiphany, Cooper, 34, and cofounder Tyler Skelton left their day jobs (Cooper had become a consultant at Ernst & Young; Skelton was a designer at Guaranteed Rate) to launch the site, which works like online classifieds. Organizations pay a sliding subscription fee, which allows their lab workers to post castoffs and browse for supplies, many free or at a steep discount. One person's trash is another's ultrariche treasure: A Rheaply user recently sold a rotary evaporator, a device that helps purify samples, for less than \$3,000. Its cost new? Up to \$7,000. Rheaply has partnered with Northwestern and is close to finalizing deals with the University of Illinois at Chicago, Rush University, and even the National Institutes of Health. "We see ourselves building the Amazon.com for the scientific research world," Cooper says.



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