

Coming to America! As Madonna teases US launch of her skincare line MDNA Skin, FEMAIL details what you need to know about the products

- Madonna, 58, launched MDNA Skin in Japan in 2014
- The singer has recently taken to Instagram to announce that it will expand to the US soon
- She filmed a series of videos about the products and why she likes them



© Instagram

Take a bow: Madonna teamed up with New York City-based aesthetician Edyta Jarosz (top right) to develop signature treatments that incorporate the MDNA Skin products

Madonna's Instagram has been full of pictures of her **skiing with her family** the past few days, but a closer look reveals that she's also been up to something else.

The 58-year-old hitmaker has been not-so-quietly teasing the US launch of her skincare line, MDNA Skin.

On Christmas Eve, she **posted** two videos on the social media platform in which she wears a clay mask. She captioned the first, 'No Muss-No Fuss!! Perfect Holiday Gift!!! Chrome Clay Mask!! Coming to America Soon!! @mdnaskin @tarinskillets.'

Scroll for video.

The products have been sold in Japan since 2014 and recently expanded to Hong Kong but have never been available outside of Asia.

Neither Madge nor MTG, the company behind the brand, has released an exact global launch date and the English version of Mdnaskin.com is still under construction, but judging by the recent proliferation of posts on both her account and the **@MDNASkin** account, we're guessing it's imminent.

Two weeks ago, the brand posted a five-part behind-the-scenes video series starring Madonna.

'I've always had this weird thing about skincare products,' Madonna says in the first one.

'Throughout my entire career, people have given me skincare products that I didn't like - moisturizers that are too greasy, facial cleansers that dry out my skin too much, serums that when I put them on my face, I can't put make-up on afterwards. So I decided I wanted to develop a skincare line that I would actually use. So that is how it all began.'

There are currently six products in the range, a face wash, rose mist toner, serum, eye serum, eye mask and clay mask/skin rejuvenator. Prices have not been released in dollars, but judging by the cost of the products in Japan, they'll range from about \$40 for the face wash to \$220 for the serum.

The serum is actually Madonna's favorite. She uses it everyday and before she performs.

'I use it on my knees, my elbows, face, smear it all over my kids' faces,' she says.

'I'm known for my excessive use of serum. I always put it on before I apply make-up and it makes the make-up go on a lot smoother.'

But it's the Chrome Clay Mask that has been getting the most viral attention lately.

You spread on a the clay, which comes from the Montecatini mountains in Italy, and remove it with a magnetic device that pulls it - allegedly along with dirt - straight off the skin.

The Rejuvenator Set joins similar magnetic offerings like **Dr. Brandt Skincare Magnetight Age-Defier Magnet Mask and the Lancer Younger Revealing Mask Intense** that launched in the US earlier this year.

'The water from the Montecatini clay has healing properties,' said Madonna. 'So when you use this clay mask, not only is it hydrating, but it's purifying, it's rejuvenating and it's firming. You feel like you're glowing after a treatment. I recommend it to everyone.'

Speaking of glowing skin, Madonna and MTG have teamed up with cosmetic dermatologist Dr. Paul Jarrod Frank and aesthetician Edyta Jarosz to help bring the products into the American market. The pair work out of Dr. Frank's **5th Avenue Dermatology Surgery & Laser Center** in New York City, and Edyta recently collaborated with the Queen of Pop on signature treatments that will incorporate the products.

Madonna isn't stopping there, though.

According to an interview in February with **WWD**, 'MTG has plans to add even more products to the line in order to offer a total skin-care solution, but development and approval takes time when one is working with one of the world's most famous perfectionists.'

Some of those products may include specific offerings for men.

In another video, Madonna said, 'We've gotten really good feedback from men [about the line], so I could see developing a specific product or two for men, maybe something to tone the skin after shaving, shaving cream, underarm deodorant because you know, yo, those men can get stinky, right?'