

# ANTI-AGEING HAIRCARE: TURNING BACK THE CLOCK STRAND BY STRAND

Anti-ageing is no longer the domain of skincare, with growing numbers of men and women learning to care for their hair in the same way. And with more high-end products becoming available, the time is ripe for physicians to get in on the act.

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**T**HE RACE AGAINST TIME has moved beyond battling wrinkles on the face or smoothing veiny hands, and is now being fought in previously ignored spaces, such as haircare. Inspired by the latest advances in skin ageing, Rapunzels worldwide are looking at their locks as the latest battleground against the clock.

Issues such as thinning, frizzy, lacklustre hair, are some of the concerns targeted by a new generation of products. The haircare segment is finding ever-more inspiration from innovations in the skincare industry, including a renewed interest in anti-ageing ingredients and increasingly specialised formulas targeting the scalp, as well as multi-step solutions beyond shampoo and conditioners. With cosmeceutical brands quickly responding to this shift, physicians should take a leaf out of their book and jump in with a haircare offering matching their skincare ranges.

This move towards more holistic haircare, focused on ingredients and

innovation, has pushed global haircare sales up by 6% to total \$75 billion in 2012, according to Euromonitor International, and second only to skincare.

Ageing hair is typically defined by common issues such as breakage, frizz, unruly greys, lacklustre colour, dryness, split ends, and thinning. Understanding ageing is high on everyone's agenda: it is so much more than just the extrinsic cycle of photodamage or chemical processing. Hair also ages intrinsically as we age when it begins discolouring and the number of follicles drops.

## Next generation ingredients

Growing numbers of men and women are learning to care for their hair with the same level of attention they pay to their skin, with an ever-increasing number of products targeting anti-ageing, as well as offering solutions for irritated scalps.

While many shampoos and conditioners list silicone high in their formula to add more manageability and lock in hydration (in make-up primers and foundations, it is often used as a

re-texturising agent), customers seeking to improve their hair from within will find usage to be time-limited as it ultimately does not nourish the hair fibre.

Hair primarily consists of a protein called keratin, which is made of 21 different amino acids. Hair becomes drier and brittle as we age, owing to the sebaceous glands in the scalp producing less oil and the size and abundance of follicles decreasing. Common haircare practices such as blow drying, dying, and even rough brushing may reduce the levels of amino acids in each strand. Recent research has identified three amino acids—histidine, tyrosine, and lysine—that, when added to products like shampoo or conditioners, repair hair by restoring the amino acid balance.

Cue the new-generation of anti-ageing skincare ingredients that are crossing into the haircare space, such as collagen, sunscreens, and peptides. Many of these products penetrate the hair and help increase its moisture. Peptides, for example, provide extra conditioning and make the hair fibre stronger by depositing a shield on the shaft.

The 35-year old Joico, a division of Zotos and part of Shiseido, is currently focused on its new, patent-pending Bio-Advanced Peptide Complex, which targets hair repair by replicating the exact amino acids in the order of the peptides that cause damage. All of Joico's reformulated series (K-Pak, Color Endure, Smooth Cure, Body Luxe, Moisture Recovery and Daily Care) became available from January 2013 in US salons.

'By mimicking the exact peptide chain needed to optimally repair and protect hair, Bio-Advanced Peptide Complex goes above and beyond the limits of human hair keratin, not only repairing the exact sites of damage, but also preventing future damage with a molecular shield of protection that lasts up to 25 shampoos,' said Rushi Tasker, director of research and development.

### Anti-ageing ingredients

One of the most widely available ingredients being used to fight ageing include UVA and UVB filters, >

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▷ increasingly present in more hair masks and sprays, and expected to extend throughout the product category. The formulas help prevent photoageing and discolouration, while protecting the scalp from the sun. An example of this is the JF Lazartigue® Daily Protective Cream UVA/UVB.

Antioxidants such as green tea and vitamins are also in vogue, thought to neutralise free radicals. An example is Davines Momo Anti-Aging Hair Cream, which uses lupin extract to moisturise, vitamin E and walnut extract to fight free radicals, and UV filters to block sun damage.

Retinyl palmitate, a form of vitamin A, is a skin and hair conditioning agent that provides UVB protection, and is a potent antioxidant, providing free-radical protection while nourishing the hair and scalp. Resveratrol, another antioxidant, helps protect hair from free radical damage and stimulates cell regeneration.

Hyaluronic acid, the sought-after anti-ageing skincare miracle, is also thought to improve hair quality: its small molecular size means it can hydrate deep within the hair fibre. Good examples of this are L'Oréal® Paris Moisture Rush Mask, or John Masters™ Organics Honey and Hibiscus Hair Reconstructor.

Used topically on the scalp, Coenzyme Q10 (CoQ10) may enhance blood circulation. For example, Nexxus Youth Renewal™ Rejuvenating Elixir has a mix of eight beneficial hair ingredients such as Omega-3 fatty acids, keratin, Argan oil, CoQ10, wheat protein, and vitamin E; all of which target hair repair.

**“Caring for one's hair is becoming increasingly more sophisticated – the scalp being the 'living part', which needs to be cleansed of oils to stay healthy, while the hair is the 'dead part' that can become dried out after washing with a too-harsh shampoo.”**



Stem cells are also raising lots of interest, touted for helping maintain a healthy follicle and delaying the effects of

ageing, although widespread studies are currently inconclusive. However, French cosmetics giant L'Oréal created media interest when it unveiled trials for its Kérastase Densifique treatment, which claimed to show hair growth promotion of more than 1500 new hairs after 90 days of use. Scientists claim the newly-developed molecule,

Stemoxidyne, was found to have increased hair density by up to 4% by targeting areas of the scalp prone to hair loss rather than the actual fibres.

### Healthy scalp = healthy hair

Caring for one's hair is becoming increasingly more sophisticated, with consumers realising that the scalp and hair are two different entities – the scalp being the 'living part', which needs to be cleansed of oils to stay healthy, while the hair is the 'dead part' that can become dried out after washing with a harsh shampoo.

This skincare-inspired routine means consumers are looking to better protect and nourish the scalp, with ingredient lists that mimic those on day creams or night serums.

Consumers, particularly in developed markets, are looking beyond a typical shampoo and conditioner two-step routine and are now adding treatment oils or masks to address specific hair needs.

On the back of this, dermatologists and cosmeceutical brands are launching new formulas inspired on skincare principles. Celebrity dermatologists Dennis Gross, Dr Murad and Peter Thomas Roth

have all launched their own haircare lines, with products targeting the scalp in particular.

Dr Dennis Gross's Anti-Aging Scalp Serum contains procyanidin-b2 protein complex, said to promote healthy hair growth as well as retinol, alpha lipoic acid, copper peptides, collagen, and resveratrol. Peter Thomas Roth's Hair to Die For™ treatment, meanwhile, is designed to combat thinning and lifeless hair, along with damage as a result of age, over-processing, hormonal changes, and stress. It contains Tri-Phase Complex™, which targets all three stages of the hair growth cycle. It is free from parabens, sulphates, synthetic dyes, phthalates, GMOs and triclosan.

Murad's products include colour-treated and fine hair serums, which nourish and protect the hair and scalp. They contain:

- **Pomegranate extract** An antioxidant to defend the scalp
- **Artemia extract** To stimulate healthy scalp function
- **AHAs** To maximise penetration of essential ingredients
- **Saw palmetto** Removes and blocks dihydrotestosterone (DHT)
- **Phytantriol (vitamin B5)** Moisturises and protects hair.

Celebrity hairdresser Julien Farel is also in the market, with the relaunch of his 2011 Restore haircare range with added stem cells. 'They have been clinically proven to stimulate fibroblasts, and fibroblasts are critical to synthesizing collagen on the skin,' he told Women's Wear Daily. 'For the follicle to thrive in its environment, it needs the support of the collagen surrounding it.'

Farel's philosophy is based on the idea that without a healthy and nourished scalp, hair can never be as healthy and nourished as it could be. He compares the condition of hair to the condition of a garden – if the soil is not rich in nutrients, can anything grown in that soil flourish?

### Hair exfoliation

Altera, the luxury haircare group, is also focusing on the scalp as part of its anti-ageing product offering, with plans to launch an at-home scalp exfoliating treatment based on its current salon offering.

'The product has a strong anti-ageing focus, as both women and men feel hair thinning as they age. This is partly due to build-up in the scalp, which makes the ▷

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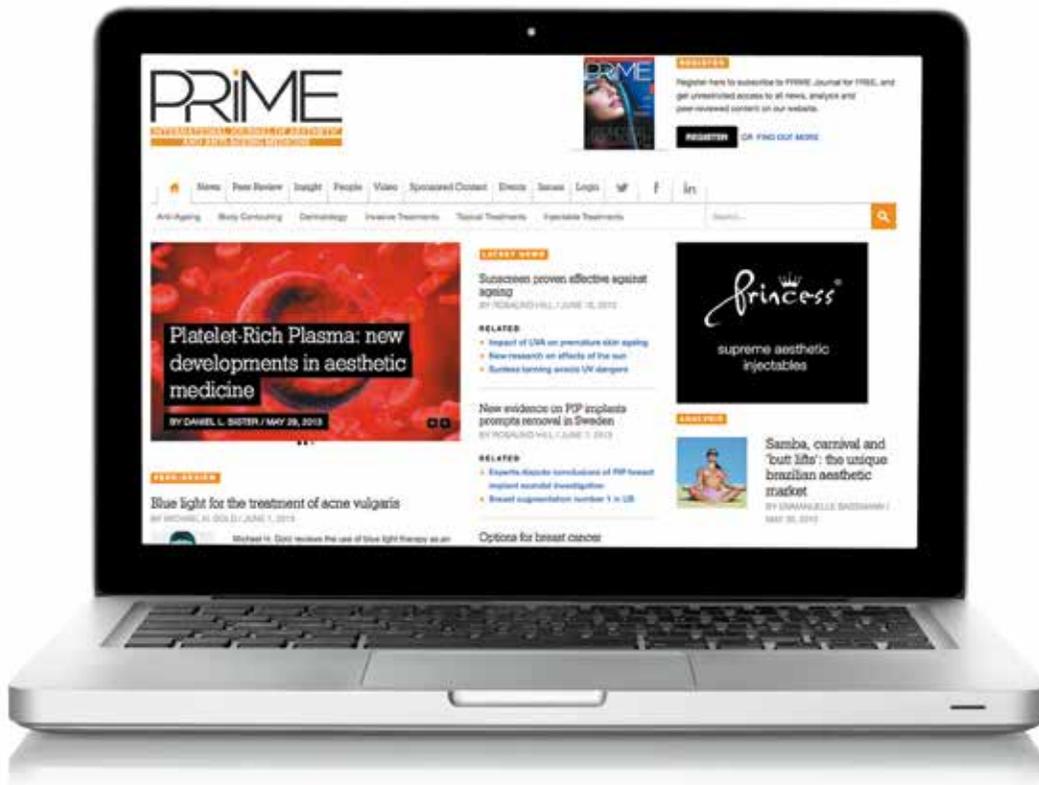


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▷ follicle smaller in terms of diameter,' said Alterna's Vice President of Marketing, Mary Burns.

The company's existing Caviar Clinical Professional Exfoliating Scalp Treatment with active fruit enzymes contains highly concentrated dose of exfoliating micro-beads and enzymes that help remove flaky build-up caused by dandruff and dry scalp. The formula helps soothe the scalp, relieving itch and irritation, while purifying and balancing moisture levels to reduce dryness and improve overall scalp health.

The group is currently planning the launch of a similar at-home product for the consumer space sometime next year, which Burns described as a 'Scalp Facial'.

The product will have a unique dispenser with a brush attached to the bottle tube to massage in the shower before applying shampoo and conditioner. 'It is designed to emulate the brushing action that the stylist does in-salon, and it is the brushing action plus the formula that makes it efficacious on the scalp,' said Burns.

The trend for technologically advanced scalp treatments is also illustrated by Mediceuticals (Mediceuticals Europe BV, The Netherlands), a licensed pharmaceutical company that has specialised in salon dermatological solutions since 1964. The company recently launched Mediceuticals Collagen Phytoflavone BioActive Follicle Stimulator, a leave-in treatment that is weightless and residue-free. Applied to dry scalp, it increases hair growth by blocking production of DHT, the main cause of hair loss in men and women, and increasing blood circulation.

## Anti-ageing the biggest concern

Anti-ageing concerns are the main priority in the market, according to German haircare company Alcina, which translates into

fighting hair loss and retaining fuller, thicker hair.

The brand's ethos is to design haircare that is as specific to the user as skincare, or type-matching. With this in mind, they are launching in the UK Plantur39, which uses caffeine in order to prevent hair loss during menopause, when hormonal changes result in thinner hair that falls out prematurely, receding hairline, and a weakened scalp. The phyto-caffeine complex of Plantur39 protects the hair roots, preventing testosterone from attaching to the roots and restricting the supply of energy.

Scalp treatments are also becoming specialised into oil and dry categories, which closely mimic skincare.

MoroccanOil®, the company that launched Argan Oil to worldwide fame, recently launched an Oily Scalp Treatment and Dry Scalp Treatment. The oily scalp treatment is formulated with antioxidant-rich Argan oil and organic ginger oil to stimulate the scalp and regulate sebum production, resulting in less greasy hair. Used pre-shampoo, it soothes the scalp and keeps it from getting too oily or dry. On the other hand, the dry scalp

treatment aims to soothe scalps that suffer from flaky, scaly skin with a combination of Argan oil, geranium and lavender oil, which penetrate the scalp deeply for more lustrous hair.

## Conclusions

The need for specialist anti-ageing hair products will likely continue to grow, with more consumers keen to keep the ravages of time at bay. While the science of skincare remains a huge source of inspiration to most of the technological

breakthroughs, the market is also experiencing a backlash towards what are deemed unsafe ingredients. While many consumers are targeting hyper-specialist, high-end, dermatology-inspired care, many others are mobbing the aisles at Wholefoods looking for a 'safer', more 'natural' way of caring for their hair.

The consumer will also be focused on the toxicity of their lifestyle in general: from exercising to food, all the way to their beauty routine. Nourishing the scalp and hair via strong pill concentrates is another ongoing trend worth exploring, with

most detoxing regimens extolling the virtues of clean eating to improve the condition of the skin and hair.

Nutricosmetics have been gaining traction as a result of increasing consumer desire to go beyond traditional beauty solutions. L'Oréal tapped into this trend when it partnered with Nestlé to launch Innéov, which makes nutritional supplements for hair and skin. The company introduced an anti-dandruff treatment in 2010 to add to its arsenal of 12 clinically-tested products. Innéov is due to launch Densilogy, which works from the inside out to boost volume and thickness with actives such as vitamin D, Omega-3 and zinc.

The trend towards hyper-specialist haircare that offers deeper nourishment and protection is only going to grow exponentially from here on, with mass-market brands like Pantene quickly jumping on the bandwagon with its Expert Age Defy.

Since a more specialist part of the market is devoted to premium brands, the authors' recommendation to physicians is to waste no time, and add a smart selection of anti-ageing haircare products to the shelves.

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