

LATEST TRENDS IN COSMECEUTICALS

With the cosmeceutical market continuing to grow, **Emmanuelle Bassmann** reviews the latest available products, including cleansers, exfoliators, and filler alternatives

IN THE QUEST TO AGE YOUTHFULLY, consumers are increasingly turning their attention towards the cosmeceutical market, a segment of hybrid products that promise to deliver cosmetics with drug-like benefits. The specialist market has been experiencing strong growth and products are now jumping from the doctor's office shelves into prestige retail channels, such as the premium department stores.

Cosmeceuticals: A broad church

The term cosmeceutical refers to the combination of cosmetics and pharmaceuticals, it is a hybrid cosmetic product with more advanced or biologically active ingredients purporting to have medical or drug-like benefits.

Away from this definition, the term cosmeceutical is rather a broad church, yet its number of devotees keeps growing, and coming back for more. However, as they are not subject to approval by the US Food and Drug Administration (FDA), doctors warn that their claims can often go unchecked.

In my experience, the term has several meanings and inferences. Doctor brands, another term often used interchangeably with cosmeceuticals, are often targeted to consumers looking for results-oriented solutions. They posit themselves on their strong anti-ageing expertise, and a focus on skin-repairing benefits. They are result-driven products with highly efficacious skincare solutions that utilise state-of-the-art technologies, and

target a wide range of specific skin concerns.

Cosmeceuticals shine in the premium category

Doctor's offices are not the only places to get cosmeceuticals nowadays. Over the past two or three years, they have been invading the shelves of premium retailers. Harrods in London offers six key cosmeceuticals brands, such as Perricone MD, Dr Sebagh, and 111 Skin.

Hand-in-hand with procedures

Cosmeceuticals are an integral part of a doctor's global approach to help patients: you are unlikely to leave a practitioner's office without a regimen to continue the treatment at-home. For long-lasting results, a doctor's treatment arsenal can be divided into three categories: clinical procedures (fillers, botox, resurfacing lasers), professional treatments, (peelings, microdermabrasion), and home care.

L'Oréal-owned SkinCeuticals launched back in 2013 the Body Correct range in the US featuring three products: Body Retexturing Treatment, Body Tightening Concentrate, and Neck, Chest & Hand Repair.

According to medical doctors, while tightening lasers address sagging skin, they don't do much for the skin's texture. So the idea is the laser will deal with the tightening and the cosmeceutical will address the roughness and the discolouration of the skin to achieve a smoother, more uniform result.



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The filler alternative

For clients who are not yet ready to start more invasive treatments such as dermal fillers or botox, cosmeceuticals can offer a strong alternative with their range of active ingredients.

Peter Thomas Roth's NeuroLiquid™ VoluFill™ Youth Serum contains a complex with 19 amino acids to stimulate collagen, five peptides 'to help improve the look of skin thickness', and three collagens coupled with hyaluronic acid to retain moisture, promising to leave skin 'visibly fuller'. **[AQ1: are the quotes taken from the website?]**

Filorga Time-Filler Eyes® is the latest alternative to filler-like eye treatment to correct under-eye hollowness with plumping spheres made from cross-linked hyaluronic acid, and polysaccharide from fresh konjac plant.

Kaplan MD® Luxury Concentrate Collection communicates being the only product on the market with a 50% concentration of hyaluronic acid. Kaplan MD® also launched LIP 20 Mask, which claims to mimic lip injections at home. It contains high and low molecular weight HA, combined with collagen and fruit enzymes to both instantly plump and exfoliate away flaky, chapped skin.

Advanced cleansing: The starting point

The cleansing segment of cosmeceuticals is entering a new arena with advanced cleansers that do much more than simply removing makeup.

The cornerstone of any good skin care regimen, careful cleansing is essential; not only for cleaning your face of residual makeup or city grime, but also by preparing the skin to make the very most of the serum and moisturising products that will follow.

The cleansing craze has focused on 'double-cleansing', with the need for two different cleansers: an oil-based product to target 'oily dirt' (makeup and sebum), and a water-based cleanser to eliminate 'watery dirt', such as sweat and environmental dirt.

Erno Laszlo's Phelityl Pre-Cleansing Oil penetrates pores to dissolve trapped oils, impurities, and

makeup on contact. This is followed by the company's Sea Mud Deep Cleansing Bar: its iconic 97% natural exfoliating bar that removes impurities and exfoliates with therapeutic Dead Sea mud.

Lightly exfoliating cleansers made with alpha and beta hydroxy acids (AHAs and BHAs) are also becoming very popular. Alpha-H's Micro Cleanse contains glycolic acid and exfoliating rice bran to polish skin both chemically and physically. It is a multi-tasking product that does more than just exfoliating the skin by polishing and acting as a nourishing mask, as well as battling breakouts and ingrown hairs before they appear, and prepping skin for self-tanner.

French 'pharmacy brands' are also gaining worldwide acclaim, especially with their micellar waters, a cult product first marketed by Bioderma with its Créaline H2O Solution Micellaire. Beloved of consumers and makeup artists alike, micellar water removes all the makeup gently without irritating even the most sensitive skin.

Filorga has also jumped on the bandwagon of micellar waters with a more anti-ageing focused cleanser called Filorga Anti-Ageing Micellar Solution, which instantly dissolves waterproof makeup while soothing the skin and respecting the skin's physiological balance, and therefore causing no redness.

Another interesting technology is built-in SPF protection in cleansers such as Dr Russo Facial Cleanser SPF 30, due to be launched in February 2015. Applying sunscreen first thing when we wake up improves the skin's protection from photo-ageing by 20%, according to Dr Luca Russo. The cleanser is applied and rinsed with water as usual, but thanks to its wash-off technology, the SPF will stay on the skin. The use of an SPF in cleansers can also reduce the amount of day sunscreen we need



to apply.

Exfoliators and professional peeling systems

The latest innovations are gentler exfoliating treatments for daily use. Dr Dennis Gross Skincare Alpha Beta® Daily Face Peel has been a highly popular product made with non-irritating, micro-exfoliating technology to eliminate dullness, fight ageing, treat breakouts, shrink pores, and calm redness. It comes in a pre-soaked cotton towelette format that is applied in two steps. The step one exfoliating towelette contains glycolic acid, mandelic acid, and willow bark extract; while step two focuses more on anti-ageing with retinol.

Exfoliating pads have also proved a very popular item. Colbert MD's Intensify Facial Disc has been described as a successful 'instant wake-up call' for the skin. **[AQ2: by who, doctors, consumers?]** Micro-dermabrasion and enzyme action increase cell turnover, and gives the skin this instant glow.

Exfoliating pads coupled with an acne treatment is another interesting category. Cane+Austin Acne Treatment Pads retails a one-step home treatment that works to gently exfoliate the skin and combat acne by helping skin accelerate the shedding of dead skin cells. The formula contains 2% salicylic acid to reduce blemishes and blackheads.

Focusing in on the neck, décolleté, hands, and lips

In 2014, the market was booming with advanced skin tightening formulas for the neck. A good example is Strivectin's TL Advanced™ Tightening Neck cream containing Gravittite-CF Lifting Complex™ that promises to restore the elastin fibre architecture, providing a noticeable lift and improving resistance to gravity.

Lip rejuvenation cosmeceuticals are

growing as strongly as lip fillers with exfoliating, rejuvenating and mask treatment products only for the lips. Miracle Skin Transformer launched Lip Rewind Advanced Peptide Lip Treatment with built-in SPF 20.

Latest ingredients

Retinol remains the star active in cosmeceutical formulations. Dr Brandt's Glow Ruby Crystal Retinol Hydracreme is an instant illuminating moisturiser with retinol and skin illuminators, optical diffusers, and micronised ruby crystals 'to transform light into energy providing a smoother, more even look and a healthy glowing complexion'. **[AQ3: where is this quote from?]**

Platinum and gold are also very popular actives to achieve skin tightening and rejuvenation. Dr Sebagh's Platinum Gold Elixir harnesses the latest nanotechnology and includes 24 carat gold and platinum to achieve the same tightening, firming, and lifting effect as the celebrated gold thread lifting technique known as the 'Nefertiti Lift'. Also, the gold repair complex in Beauty by Clinica Ivo Pitanguy Vital Elixir targets and corrects colour imperfections, such as dark spots, redness or dull complexion.

Plant stem cells are another growing ingredient technology. Cyto-luxe Vitamin C+ by glōtherapeutics mixes 20% L-ascorbic acid and plant stem cells to strengthen and repair skin while softening overall texture, smoothing the appearance of fine lines and wrinkles.

We are also seeing a new set of actives that act on a DNA level by promising to 'increase the DNA lifespan of the skin cells and the telomeres'. **[AQ4: where is this quote from?]** Dr Sebagh's Signature Serum contains the key active Juvinity™, which acts directly on the cell's nucleus—encouraging it to behave like a young cell and so delay the metabolic and nucleus senescence (the process of deterioration with age). It also limits oxidative stress and telomere shortening to ensure optimum metabolism and the replication of young cells.

Zelens' Youth Concentrate Supreme Age-Defying Serum is based on the research inspired by a Nobel-prize winning discovery on the role of telomeres in ageing. It uses four peptides to protect telomeres, support cell survival, and extend their youth span.

Life in colour

Doctors have long been selling mineral makeup brands in their clinics. Special mineral makeup brands designed to cover minor to severe skin imperfection, such as Dermablend is not a new trend. But what's rather newer is the move by cosmeceutical brands such as Dr Perricone or Dr Marco Zelens to launch full makeup ranges that offer colours and strong skincare-infused technologies. 'Women spend the majority of their time wearing makeup, thus I wanted to make sure that their skin could benefit from numerous active ingredients with multiple functions and properties,' Zelens said.

Dr Perricone's No Foundation Foundation Serum or No Blush Blush are packed with ingredients, such as antioxidants, DMAE, and neuropeptides. The colour formula has pigments that sit lightly on the skin so it can be built-up or blended to achieve a look that is healthy, natural, and youthful. The blush from the range is described by retailer Sephora as a 'cheek serum' that 'imparts a healthy perfusion of colour'.

State of the art texture, ultimate customisation

Exuviance's Vitamin C+ Antiaging Booster is a pure vitamin C treatment in a powder form that customers can sprinkle into their moisturiser for an extra treatment. They can use between a few shakes to a half scoop depending on their needs for the day.

More bespoke textures or user-preference textures are also coming to the market, the latest indication that we all want something bespoke on our skin. PCA Skincare has just launched a new eye treatment, Ideal Complex, with two almost identical formulations (same

actives) but with different textures. One is a cream—Restorative Eye Cream—while the other is a gel—Revitalizing Eye Gel. There is the addition of optical diffusers in Ideal Complex: Restorative Eye Cream, which gives users an instantly brightened appearance upon application.

The latest sunscreens are also coming with interesting formulations. Heliocare launched over the summer Heliocare 360° Airgel SPF50+ an ultra-light, rapidly absorbed gel that is delivered as a gentle foaming mousse, suitable for all skin types. In addition, the 360° BioShield System of fractional biomimetic melanin and pro-taurine provide additional advanced biological protection against high-energy visible light and infrared-A radiation.

Natural essence, scientific expertise

Many advanced formulations contain natural botanical actives, such as essential oils. Nurse Jamie's EGF Platinum 3 Restorative Facial Elixir is a nutrient-infused blend including three active essential oils specially formulated to deliver increased hydration and moisture (damascena rose, kukui nut oil, and sandalwood oil) along with platinum.

Goldfaden MD is a cosmeceutical brand dedicated to better-for-you formulations made with organic and natural ingredients, oil-free, alcohol-free, silicone-free, and gluten-free.

Cosmeceuticals and at-home devices: The ideal pair

The latest generation of cosmeceuticals comes with a device to improve penetration of the actives. Dermarollers have been a popular at-home option for the past 5 years. pH Advantage has recently launched a new Titanium Dermaroller with 0.3mm needle to enhance the effectiveness of all serums and creams by helping their absorption into the deeper layers of the skin.

The action of piercing the upper layers of the skin with microneedles also leads to increased blood flow in the skin that simulates the natural production of collagen to



regenerate and repair the skin naturally, and safely, resulting in healthier, smoother, brighter, healthier, and younger looking skin.

Nurse Jamie™ sell their brightening cleanser with an exfoliating silicone band in a product called The Fade to Light Pigment Erase Bar In A Jar.

The cream is paired with a natural, anti-microbial Exfoliband™ Silicone Loofah, making it very easy to use by moistening the loofah and creating a lather with the cream for a very soft mechanical exfoliation.

We have also seen some new patches delivery technologies. WrinkleMD offers patches infused with hyaluronic acid and peptides to tackle wrinkles. According to WrinkleMD's manufacturer, micro-charged hydrogel patches enable the user to deliver actives deeper in the skin layers and has a better chance to cross the skin barrier than classic serums. Eye HA Infusion Patches have been around for a few years to tackle the under eye and crows' feet wrinkles. Wrinkle MD® is about to launch a similar product for the smile lines in 2015.

Spanish laboratory Martiderm is also in the market with Ionto patches targeting the expression lines around eyes and lips. The technology is based on iontophoresis, which uses an electric current to force active substances to penetrate through the skin, increasing permeability and improving results without invasive treatments. The formula includes hyaluronic acid, DMAE, and vitamin C on the lip patches. The dark part of the patch has to be infused with a serum before application in the specific areas, and should be left on for around 20 minutes. Any excess serum should be massaged into the skin.

Sleeping pillows is the new kid on the block to delay the appearance of wrinkles. Jamie Sherrill—founder of the Nurse Jamie™ brand—is spreading the word on side sleeping. She thinks that consumers are well



informed about UV damage but very few are aware of the benefits of special sleep pillows. The majority of us are side sleepers so using a special pillow can reduce wrinkle formation. In September this year, she launched the Beauty Bear™ Age Delay Pillow, which has a unique 'U-shape' design to cradle the face and neck and a smooth satin finish to support even the most delicate of skin types. The

Beauty Bear helps achieve healthier, more rested looking skin overnight and keep sleep lines at bay.

The future is bright for advanced skincare formulations. The market will keep growing in numbers and with interesting product innovations.

