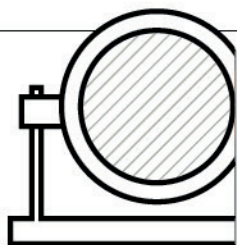


FUTURE *of* SKINCARE

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REFERENCES: ¹ IMS Ointment Market Data, April 2015. ² Waring, Butcher, et al. An investigation of the effect of six emollients on skin characteristics. Journal of the Dermatology Nurses' Association. Volume 6 Number 1, January/February 2014.

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Changing face of skincare in the UK

Skincare is big business and getting bigger as women – young and old – seek products to help them achieve perfect-looking skin

- ◆ OVERVIEW
- BEATRICE AIDIN

In 2006 Boots received a call. BBC TV’s *Horizon* programme asked if the company would be involved in a documentary on how cosmetic companies support their skincare product claims.

A risk? Undoubtedly. For although Boots had faith in their research concerning a new serum called No 7 Protect & Perfect by conducting an independent study with Manchester University, they were taking on assumptions about the skincare industry that many women were spending their money on anti-ageing skincare that simply didn’t work.

When the documentary was screened in 2007, Boots was upbeat. “In a few minutes we were able to get across the great research that we do, our clinical standards and the breakthrough performance of our products,” says Dr Mike Bell, Boots UK scientific skincare adviser.

Christopher Griffiths, foundation professor of dermatology at the University of Manchester, who conducted the clinical trial, was quoted as saying: “At both basic science and clinical levels Boots No7 Protect & Perfect has been shown scientifically to repair photo-aged skin

and improve the fine wrinkles associated with photo-ageing.”

The knock-on effect was enormous for the entire skincare industry. It created trust with the public that cosmetics companies were carrying out valid research and could prove products did what they said on the label.

A good thing too. Because there is a lot of money resting on women’s desire to have the best skin possible. Mintel reports that the total value of mass and luxury women’s skincare in the UK last year was just over £1 billion. There was a small decline of 0.5 per cent in the mass market, but luxury remained steady.

Yet according to the 2014 *Premium Market Report* for beauty, things are better in luxury skincare sales, up 3 per cent and worth £501 million. “The demand for flawless, youthful skin shows no signs of waning with the anti-ageing sector accounting for 42 per cent of total sales,” says the report’s author Imogen Matthews.

“It is clear that there is a demand for premium skincare brands,” adds Karla Rendle, research analyst at Euromonitor International. “We believe this is coming not only from the middle to elderly demographic, who have higher disposable

income and an increased desire to keep their skin looking good, but also from younger millennial consumers, who are much more aware of brands, such as Estée Lauder or Clarins, thanks to social media, not to mention Kendall Jenner, face of Estée Lauder. Beauty

“

Younger millennial consumers are much more aware of brands, such as Estée Lauder or Clarins, thanks to social media

”

vloggers have been introducing younger UK consumers to premium brands that may sit above their normal price range, but they are buying into it.”

Indeed since hitting the counters in 2013, Lancôme’s Advanced Genifique has won 150 awards internationally and sold 15 million bottles worldwide, while Clinique’s Dramatically Different Moisturizing Lotion+ is the num-

ber-one selling prestige skincare product in the UK; not bad for a lotion that originally launched as far back as 1968, albeit with a recent upgrade.

But cleansing is a different matter and women are substituting expensive for mass. “Women have wanted to incorporate newer products entering the market into their skincare routine without sacrificing others or increasing spend,” says Mintel’s senior beauty analyst Charlotte Libby and author of the *Women’s UK Facial Skincare 2015* report. And they are economising on their chosen cleanser by going back to the bar – the bar of soap.

“Facial soap usage boomed in popularity in 2014,” says Ms Libby. “It has been driven by a high level of new product development in facial soaps with a number of new products, such as Sensai Silky Purifying Milky Soap and RMK Powder Soap.” Not to forget the enduring popularity of Dove Original Beauty Cream bar that 73 per cent of customers use to wash their face and which sold 23.3 million packets last year in the UK alone.

NPD market research reports that overall sales of facial cleansers grew by 13.9 per cent to be worth £58.6 million annually also reporting an upsurge in facemasks of 11.2

per cent valued now at £6.5 million, with Origins owning 20 per cent of the market share. A canny campaign encouraging customers to upload selfies of masks in action with the hashtag #MaskMonday has helped reinforce this enviable position.

Away from the multinationals, Euromonitor’s Ms Rendle says: “Smaller manufacturers are slowly gaining a stronger foothold in both mass and premium. Examples we have seen include premium brand Aesop and Soap & Glory within the mass skin sector, both posting growth of over 60 per cent in value sales in 2014.” As for niche brands, multi-tasking Cult 51 Night Cream has become the single best selling beauty product in Fortnum & Mason’s 300-year-history. Likewise Bioeffect EFG skincare has increased sales by 500 per cent since its first year, and outsells tobacco and fragrance on British Airways flights, a first ever in this category.

As for the UK skincare market as a whole? “There is certainly room to grow it by recruiting more people to a multistep skincare regimen,” Vivienne Rudd, Mintel’s director of global innovation and insight, beauty and personal care, concludes. “But it will be gradual.”

Distributed in

THE  TIMES

In association with


thefactsabout.co.uk

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Legally, cosmetics are products (not articles or procedures) that are applied externally (not ingested or injected) to clean, perfume, change appearance, correct odour, protect or keep in good condition. Cosmetics may not cure or treat a disease and a product is either a cosmetic or a medicine but cannot be both.

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Top global trends heading for the UK

Once a foreign trip meant exciting discoveries in French pharmacies and American drug stores, but now international products are available in the UK as the beauty industry searches the world for new ingredients

◆ INGREDIENTS
● CLAIRE COLEMAN

ASIA

“Asia is where it’s all going on,” says Vivienne Rudd, Mintel’s director of global innovation and insight, beauty and personal care. And while innovation in Japan has always been a source of inspiration, in recent years Korea has become something of a beauty powerhouse.

“The West is looking east for inspiration at a time when the most financial growth in the industry is also coming from there. Korea is more accessible than China and has a well-developed beauty industry. Japan has been in recession for ages so it’s not such a profitable pool,” explains Kathy Phillips, international beauty director for Condé Nast Asia.

Skin clarity has long been an Eastern preoccupation and as a result skin brightening ingredients, such as kojic acid, mulberry and liquorice extracts popular there have migrated to the UK. In the future other ingredients will join them. Look out for big brands investing in peony extract, already present in products made by Fresh, Dior and Origins, and bearberry extract, currently in various Paula’s Choice and Strivectin products.

Beyond whitening and brightening, fermented ingredients have become something of a skincare buzzword.

“This is a big trend in Asia and Korean brand Su:m 37 is very active in this area,” says Ms Rudd. “Different actives, such as yeast, garlic and ginseng, may be fermented for up to a year before being incorporated into products where they are credited with anti-ageing or skin-smoothing properties.”

But imported ingredients aren’t always about skincare actives; expect to see textural innovation too. Essences have already started to make inroads with Shiseido, SK-II, Tom Ford and Estée Lauder all now offering one. They’re designed to clear dead cells and refine wrinkles, and are described by Ms Phillips as “not just a toner, not quite a serum and not only a moisturizer, but with some of the benefits of all these”.

Jelly formulations, such as Astalift’s Jelly Aquarysta, introduced to the UK by Japanese brand Fuji, are also infiltrating the mainstream. For example, there’s Garnier’s Miracle Sleeping Cream with “self-smoothing texture”. And, according to The Future Laboratory, carbonic acid or fizzy skincare products could well be the next big thing, with bubbles promising to boost circulation and help lift dirt from pores.

SOUTH AMERICA

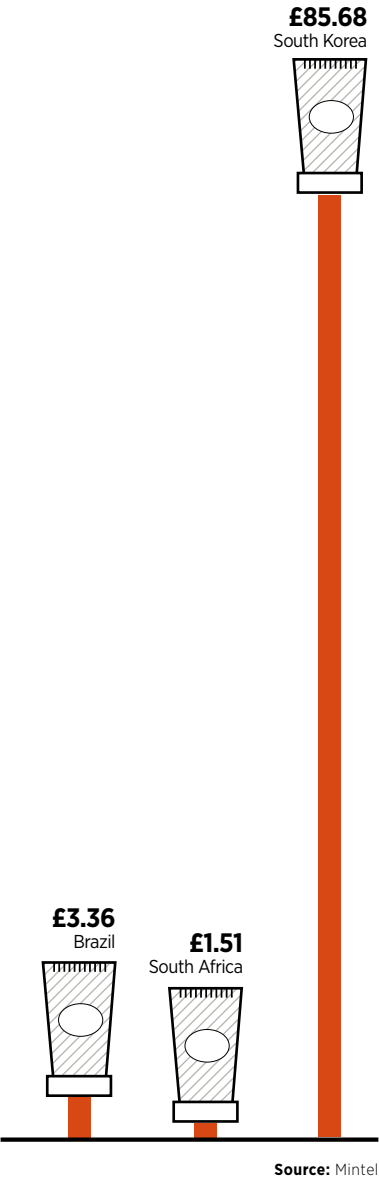
Whether it’s blow-dries or waxes, there’s no doubt that South America, and specifically Brazil, has had a huge impact on the global beauty industry.

Research by market analysts Mintel

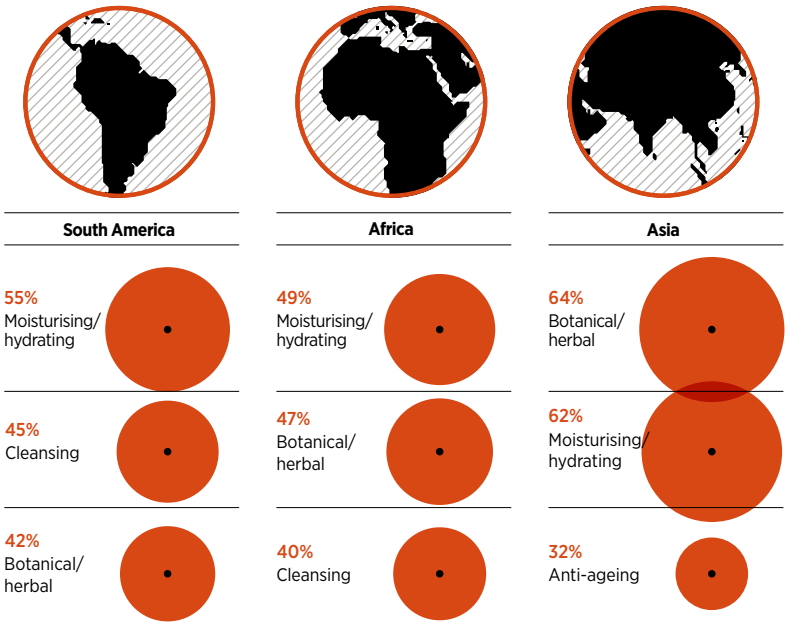


Getty Images

FACIAL CARE RETAIL MARKET
SPENDING PER CAPITA IN 2014



TOP THREE CLAIMS WITH FACIAL PRODUCTS IN 2014



found that between August 2013 and July 2014, 90 per cent of all Brazilian-inspired products were launched outside Brazil, with 14 per cent of these launches being in the UK.

So what is it that Brits love about Brazil? In part it’s the fact that the Amazonian rainforest offers a wealth of natural extracts. And while, as in many developing countries, the population is becoming more affluent and they’re more likely to want to buy multi-national brands than local ones, there’s still interest in what’s on the doorstep.

“Brazilians definitely make use of their natural ingredients and are very proud of the country’s biodiversity,” says Ms Rudd.

One of the Western brands capitalising on this is L’Occitane, who created a specific line, L’Occitane au Brésil, using extracts from indigenous ingredients, such as the

vitória-régia flower, the mandacaru cactus and the jenipapo tree. While originally launched for the Brazilian market, some of these are available in the UK.

Fans of suncare and bodycare should also keep an eye on what’s coming out of Brazil.

“Bodycare is possibly a larger part of the market in Brazil than skincare,” says

“Skin clarity has long been an Eastern preoccupation and as a result skin brightening ingredients popular there have migrated to the UK

OPINION



COLUMN

Wonder at the science behind amazing skin

Science has developed ways of protecting and nurturing our skin to defy the appearance of age

DR CHRISTOPHER FLOWER

Director-general, Cosmetic, Toiletry & Perfumery Association (CTPA)

“Skin. We are born in it and expect to keep it for life, which in the UK now averages more than 80 years. Our ‘birth-day suit’ is a window through which the outside world quickly judges our health and vitality according to what it sees. If our skin looks good, we feel good; if our skin looks bad, it can seem worse than a ‘bad hair day’.”



Beneath the epidermis is the dermis itself; another intricate matrix that includes a scaffolding of collagen and elastin fibres to hold the skin in place, allowing it to stretch and recover, and yet remain in position over the underlying tissues. Our skin does not slip down when we stand up; it moves with us. The dermis includes cells of fat which cushion impacts and insulate us from heat and cold.

There are nerves for all the many sensations of touch and which provide the central nervous system with vital information about our surroundings. And there are blood vessels bringing nutrients to the skin as well as supplying the immune cells that would deal with any micro-organisms trying to invade through cuts and abrasions.

However, our skin is not immune to the passing of time. The years take their toll, and our skin reflects the trauma it has been through and the care it has received. Our ability to regenerate and repair reduces as we get older, and it shows. Skin tends to get thinner, to look dryer and more wrinkled and it can change colour, looking uneven, developing blotches and darker ‘age spots’. Damage takes longer to heal. The cumulative effects of ultraviolet (UV) rays, temperature extremes, ranges of humidity or dryness, cuts and bruises, diet and disease will all show. We are pretty good at judging a person’s age and health from the appearance of their skin.

Thankfully, there are whole teams of scientists working within the cosmetics industry whose research and innovations are able to minimise these effects, slowing the rate of skin ageing and enabling each of us to be in the best skin we can. We do not need to reach our senior years encased in careworn leather: we can now protect and nurture our skin in a way that was not possible before.

Skincare is so much more than covering and disguising. Starting with simple moisturising and basic protection from UV rays, we now have the knowledge to understand the skin and its function, as well as developing cosmetic products that ensure our skin will look and feel as good as possible as time passes. We may not reach our mature years with the skin we were born in, but nor does our skin have to betray our age. Amazing science, applied daily – how fantastic is that?”

Ms Rudd. “And, as Brazilians might be showering two or three times a day, formulations that can be reapplied easily, penetrate fast and dry quickly are very much in demand.”



Traditional African emollients, such as shea butter and argan oil, have been incorporated in Western formulations

AFRICA

If you want to know how to deal with sun-damaged skin, it makes sense to go where there’s a lot of sun, which might explain the success of Environ, the vitamin A-based range developed in South Africa after a dermatologist wanted to understand how to protect his patients from skin cancer.

Nearly 30 years on, the range is still developed and tested there, with their latest launch, a peptide-packed moisturiser, Avance DFP 312, debuting here in September.

But then the African continent has always done moisturising well. “African skins have the highest rate of trans-epidermal water loss, and therefore get and feel dry very quickly,” explains Nausheen Qureshi, founder of skincare brand Elethea, who grew up in Kenya.

As a result, traditional African emollients, such as shea butter and argan oil, have been incorporated in Western formulations. More recently brands such as Korres, Nude and Ole Henriksen have used baobab and moringa oils, while African Botanics have built an entire range around marula oil.

“All these ingredients are known to be superb antioxidants and have been a part of the African diet for years, yet their application in skincare has only recently been realised,” says Ms Qureshi, who is tipping similar “food-style” ingredients as ones to watch.

“I’m particularly excited about tamarind seed extract, which is over 40 times more effective than hyaluronic acid, at attracting water,” she says.

As with so much of modern skincare, it’s not just about throwing a handful of the hot new ingredients into a formulation. “We can use recent scientific advances to make these ingredients even more powerful in skincare by adapting them or attaching cell communicating ingredients to them,” says Ms Qureshi. “They are no less natural, but much more effective this way.”



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AFTER ONE NIGHT'S SLEEP 80% SKIN FEELS REPLENISHED* AGREE

*Based on a commissioned study of 109 women



“I love using this mask. The texture moulds into my face like a second skin and sinks in for really deep conditioning. In the morning, my skin feels smooth, hydrated and plumped - it looks fresher and more relaxed.”

Caroline Hirons, Skincare Expert and Blogger

COMMERCIAL FEATURE

FACIAL FILLERS FOR A FRESH NEW LOOK...

If you feel as though you’ve reached the stage where you’d like to give your skin an extra boost, fillers could be your next step

Juvéderm

So you have your skincare regime sussed, but what do you do when you find you need a little more than great skincare to keep your face looking fresh?

For many women, the answer is increasingly facial fillers. Our attitude towards fillers has changed a good deal in the past decade. Then, we feared fillers would give us exaggerated “pillow-face” cheeks or “trout-pout” lips and the stigma of other people’s disapproval. But now that stigma is fading.

Fillers are no longer seen as something just for celebs or the very wealthy and, encouraged by the subtle and natural-looking results facial fillers can give, a recent survey showed that almost three million women say they are considering them.

Our whole approach to ageing has changed, too. We no longer want to look ten years younger, as quickly as possible; we prefer something more refined and understated. Our motivation is different. We want to look like ourselves, just that smidgen better, rested and healthy, as if we had just been on a really great holiday.

Ask an expert aesthetics practitioner, such as surgeon and medical director Sherina Balaratnam, and she will tell you that what most of her patients want is to look the best that they can for their age, and that they are ageing well.

“Most patients have a specific story to tell about why they have come to see me,” she says. “It might be that they are a new mum who feels she is looking exhausted, or a woman who has been looking after an ageing parent and now wants to do

something for herself, or a man whose friends are telling him that he looks grumpy all the time.”

For Miss Balaratnam, the initial consultation with a new patient is crucial. This is where the stories emerge, where she can understand patients’ concerns and answer all their questions in detail. Because the ageing process affects everyone’s face in a slightly different way, each consultation – and each treatment programme – is bespoke, tailored to whatever will suit each person the best.

Using fillers alongside great skincare is a modern approach to a fresh complexion. Skincare keeps the surface of your skin looking clear and radiant, while facial fillers address the way that our faces slowly lose their volume and give us the lift we need as we age.

“The beauty of fillers is that they provide a natural-looking way of restoring what ageing has taken away,” says Miss Balaratnam. “It’s all about helping patients look the best they can, rather than making them look different. Where we mostly lose volume is in the mid-face and cheeks, and when we restore that volume, the face looks more youthful. This is key to getting subtle and natural-looking results – it is all about restoring balance to the face.”

Because everyone’s face is different, using facial fillers is never a one-size-fits-all treatment; every consultation and treatment plan will be unique. This holistic approach to treatment means discussing which facial features you might want to enhance and where your problem areas are. It all depends on how your face is

ageing. You might decide that what is best for you is a small boost for your cheeks or lips, or you might prefer one of the newer treatment techniques, such as Juvéderm’s special “eight point lift”, which uses a touch of filler in eight different spots on the face to restore volume to the mid-face, below the cheekbone and at the corners of the mouth.

It is techniques such as this, used by expert practitioners, which have made facial fillers part and parcel of the way some women now choose to look after their face, along with the best skincare and a healthy lifestyle. The great thing is that not only will fillers help to restore lost volume to create a more youthful appearance, but the subtle results mean, you leave the clinic without an obviously treated look. Although your friends may start telling you how well you look and asking if you’ve been on holiday.

If you are one of those three million, the next step is to do your research – consider it due diligence for your face. Here’s how...



Hannah-Joy Lewis, 35, ambassador for Juvéderm



Sherina Balaratnam
Surgeon and medical director
S-Thetics clinic, Beaconsfield

Q&A

ASK THE EXPERT; Surgeon and medical director **Sherina Balaratnam** answers five of the most commonly asked questions about facial fillers.

- Q** What are facial fillers made from?

A Temporary fillers are made of hyaluronic acid, which occurs naturally so is broken down over time. Permanent fillers can be made of a variety of active ingredients so results can be unpredictable. Hyaluronic acid is a naturally occurring sugar found in the dermal layer of your skin, so you are almost replacing like for like. Many skincare products contain hyaluronic acid, which helps to keep the skin moisturised, but to replace volume in the face, it needs to be injected below the skin.
- Q** Are facial fillers safe?

A Your practitioner will discuss any safety concerns you have. Juvéderm facial fillers are meticulously clinically tested and, when administered by a qualified practitioner, are very well accepted by skin.
- Q** Will it be painful?

A The treatments are relatively painless.

Some practitioners use a numbing cream initially to reduce the sensation of the injection, but many prefer to skip this, especially as some dermal fillers already contain a small amount of local anaesthetic.

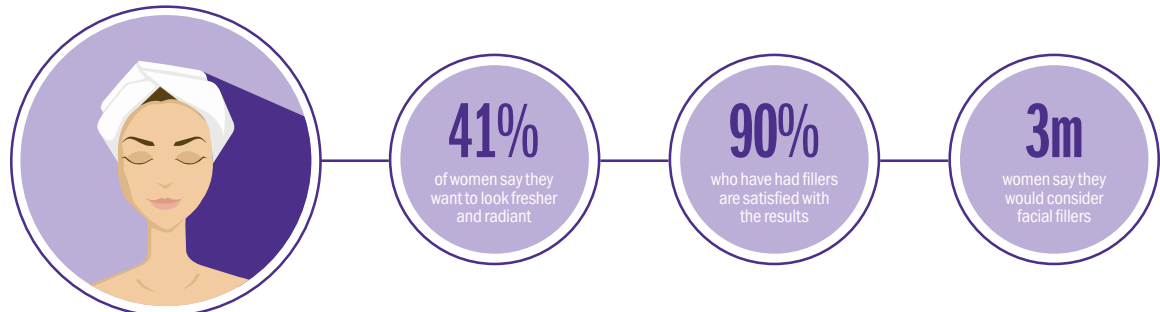
- Q** How long do results last?

A Studies show that the newest facial fillers can last approximately up to 18 and 24 months, depending on the treatment.
- Q** How much does it cost?

A The price of each treatment varies according to the volume of product needed to achieve the desired effect.
- Q** WHAT NEXT?

A It is vitally important to find a qualified and experienced practitioner. To find one or to read about women like you who have already had treatment with facial fillers, visit www.this-is-me.com

For more information about Juvéderm’s range of facial fillers, please visit www.juvederm.co.uk



Creams and lotions get a lift from the needle

Injectable fillers are revolutionising the beauty market, prompting alternative at-home topical skincare treatments to improve facial volume and structure

◆ INJECTABLES
● BEATRICE AIDIN

The global brand president of Estée Lauder wants to cause a commotion. At the launch of the Estée Lauder New Dimension skincare range, Jane Hertzmark Hudis says: “We are breaking new ground and I believe by virtue of what we are creating here, we are creating a new disruption in the industry.”

She’s not far off. In terms of impact on skincare this is equivalent to the introduction of the Apple Watch and the company’s most important unveiling since Advanced Night Repair in 1982.

Why? Estée Lauder New Dimension is the first facial cream on sale in department stores to lift the skin to improve both visible volume and structure to create facial contours with instant results, from overnight to three days, yet also promising long-term effects of building volume over time. “Structure and volume is the new definition of beauty,” says Ms Hertzmark Hudis.

Volume? Structure? What about softness of lines and all the other beauty terms. For volume and structure is normally the vernacular of the cosmetic doctor’s office, in other words – the use of fillers. And given the sales figure of 27 million syringes of Juvéderm facial filler since 2004, it’s a strong market. But why do women increasingly want to create volume in their cheeks using the stuff?

“When you lose volume in the face, it makes the skin fall,” says Dr Nadine Pernodet, vice president, skin biology and bioactives for the Estée Lauder companies. “What we want to see is plumping and strengthening of the skin structures to improve the architecture of the face.”

Injectables, notably fillers, have upped the ante for skincare companies. Research by Juvéderm says that 25 per cent of women are actively considering facial fillers and this has struck alarm bells for skincare; if women spend their money in the doctor’s office, they no doubt will

scrimp on buying creams. Injectables have “caused everyone to raise the bar and create the highest level [of results] that you can”, says Ms Hertzmark Hudis.

“The increase in injectables has led to such an interest in non-surgical interventions which by association has raised awareness of what skincare can do,” says Dr Tapan Patel, cosmetic dermatologist and owner-director of PHI Clinic in Harley Street.

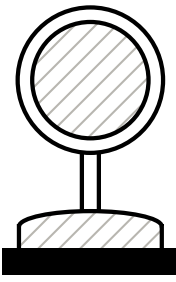

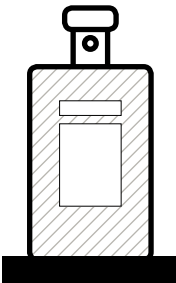
At the ultra-natural end of the skincare spectrum, Sian Jones, co-founder of beauty brand Balance Me, has also had to sit up, and fast, to the impact of fillers. “Companies must work harder to produce the results that consumers are now looking for,” she says. “So two years ago we set ourselves a challenge to improve and support the structure of the skin from the inside rather than papering over the cracks. And now we have the Collagen Boost Collection to improve volume. But that wouldn’t have been possible in natural skincare until now.”

Yet Dr Howard Lancer sees this development from the other way round. “Rather than skincare mimicking the technology of the injectable, topical skincare technology is increasingly being developed to enhance the effect of injectable treatments,” says the Beverly Hills cosmetic dermatologist, who has his own eponymous skincare range.

“
Injectables, notably fillers, have upped the ante for skincare companies

Away from the department store counter, Fillerina combines six types of hyaluronic acids with peptides, amino acids applied topically to the skin to encourage collagen production to increase tissue volume in cheeks and lips after 14 days’





use. It’s not subtle in terms of its name or packaging, given the syringe like application tools. But it is seen as an alternative to a filler.

“I have clients who are scared of needles and Fillerina offers real results lasting three months,” says Dr Terry Loong, cosmetic doctor from The Skin Energy Clinic in London. As for the high street, M&S Cosmetox+ is inspired by muscle relaxants to make “credible claims when positioning our products as alternatives to injectables”, the company says.

But if you do get injections, don’t forget skincare. “Women look so strange if they only have injections, but don’t take care of their skin,” says Dr Erich Schulte, founder of QMS Medicosmetics. “It’s like going to Harrods and buying the most expensive television and then getting the wrong antennae. You need both.”

So although Estée Lauder New Dimension has a Shape + Fill Expert Serum and Expert Liquid Tape on sale in September, which acts like “the tape stars use to tape back wrinkles on the red carpet, giving a tighter feel and lift”, what about the texture in the skin? “In three days we found an increase in collagen production of 294 per cent and 236 per cent in elastic production, the ingredients for smooth glowing skin,” says Dr Pernodet.


Fighting statistics. But in terms of how they feel about themselves, women are still losing the battle of self-esteem. Research from Dove shows that 30 per cent of women actively do not look in the mirror and 90 per cent feel bad about themselves when they do.

Estée Lauder set out to do their own research on the matter. “We are the ultimate woman’s brand so we wanted to connect to how women expect and need to feel,” says Ms Hertzmark Hudis.

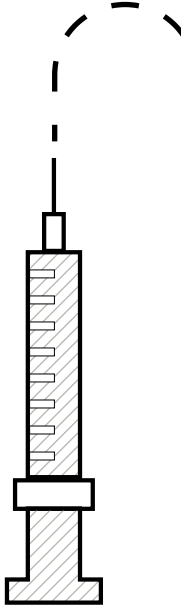
Some 750 women, using New Dimension over ten weeks, were tested with clinical, sensory and neuroscientific techniques, culminating in the women looking at before and after photos of themselves.

Why? “Neuroscience is designed to give bio-feedback, and measures reactions on an electronic matrix from heart rate and how the eyes and mouth move,” says Anne Carullo, senior vice president, global product development for Estée Lauder. “You can’t deny the way you feel in these tests.”

The results show that 91 per cent of the subjects displayed a positive change in attitude towards themselves. Changes were also noted after a matter of days. Quite staggering results. “There is a lot of pressure to look our best all the time,” says Dr Pernodet. “And who wants to wait three months until they see results?” Why indeed?



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Here comes the sun so it's time to protect against damage

We're buying more sunscreen yet skin cancer is on the increase, making positive strategies for a safer summer evermore urgent

◆ SUN PROTECTION
● EMMA HILL

Sunshine. It's a cruel irony that one of life's greatest pleasures comes attached with such tight strings. Too much sun accelerates lines and wrinkles and at worst causes skin cancer. Skin cancer rates show no signs of abating and, according to the British Skin Foundation, there are 100,000 new diagnosed cases and 2,500 deaths each year in the UK. That's seven people a day.

But sunscreen sales are going up. 2013 saw a 3 per cent rise in sales, as reported by Euromonitor last August. People are going for higher sun protection factor (SPF) levels with SPF 30 to 50 gaining ground. So, what's the problem?

The simple answer is most people still don't use sunscreen properly. Dermatologist Professor John Hawk says: "In actual use they frequently only give a sixth to a third or less of the SPF stated on the bottle." At best this translates to just under SPF 7 for those using SPF 20.

The recommended amount is a teaspoon per limb, another for the face, another for the front and not forgetting the back, to match the amount that manufacturers use when testing – 2mg per square centimetre. Application should be 20 minutes before exposure, repeated every two hours and after swimming.

"Sunscreens must be considered the last line of protection, not the first," says

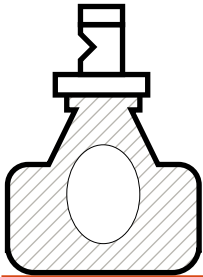
Professor Hawk, pointing to the need to alter behaviour in the sun, rather than rely on sunscreen. Loose, tight-weave clothing, a hat and avoiding the sun between 11am and 3pm are all recommended by dermatologists.

Marco Lens, a plastic and reconstructive surgeon, and skin cancer expert, adds: "Ultraviolet or UV light causes a cascade of chemical reactions in skin cells that lead to DNA damage, promoting premature skin ageing and development of skin cancer."

Sunscreen remains a vital step in protecting skin from UV. Yet of all the products along the beauty aisles, sunscreen labels are hard to navigate. Dr Christopher Flower, director-general of industry body, the Cosmetic, Toiletry & Perfumery Association (CTPA), aims to demystify product labelling for the consumer.

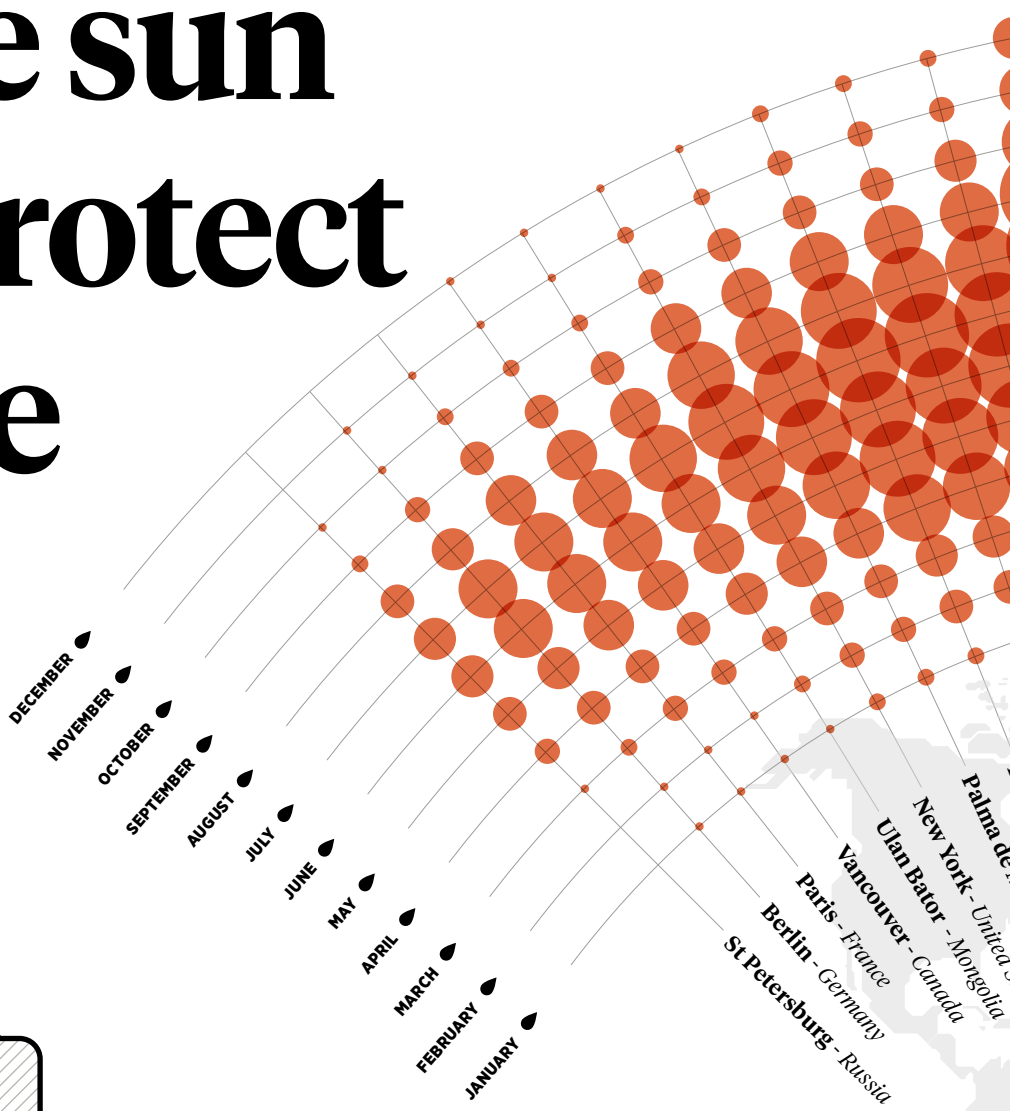
His drill for sunscreen is simple. First look for the SPF number which is the indication of the protection of the skin from UVB, the rays that burn. SPF 15 remains the recommended minimum, increasing to 30 and up to 50+ depending on climate and skin type. Next, look for the circled UVA symbol to show there's protection against UVA, the ageing rays, and confirms a product is broad spectrum. Many sunscreens also carry the Boots UVA star rating.

It's worth knowing about the constituent parts of a sunscreen, especially for those with skin sensitivity. There are the organic sunscreens, such as oxybenzone

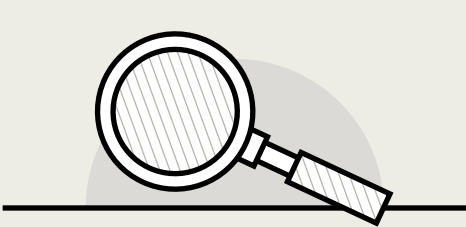


THE STRONGEST RAYS: UV WORLD INDEX

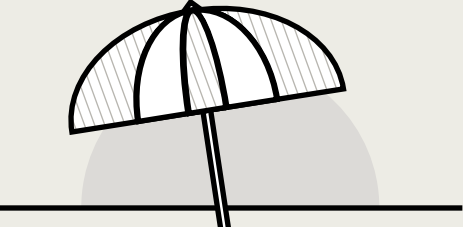
NO PROTECTION REQUIRED							EXTRA PROTECTION REQUIRED			
1 2							3 4 5 6 7 8 9 10 11+			
You can safely stay outside							Seek shade around midday. Slip on a shirt, slop on sunscreen and slap on a hat			
							Avoid being outside around midday. Make sure you seek shade. Shirt, sunscreen and hat are a must			



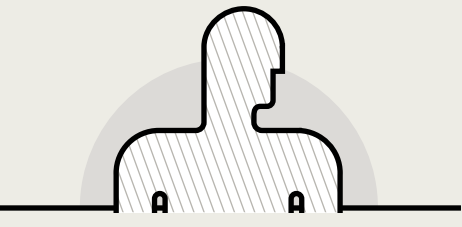
HOW BRANDS ARE HELPING YOU TO HELP YOURSELF



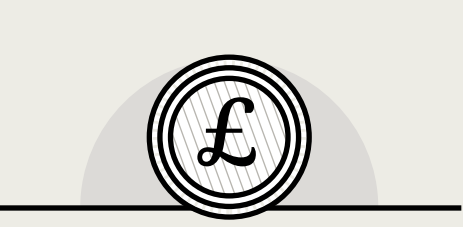
PREVENTION IS BEST
If diagnosed early enough, 90 per cent of melanoma cases can be treated effectively. Ipsos market research found that people are more likely to encourage a loved one to check their skin than do so themselves. So La Roche-Posay's Skinchecker campaign aims to encourage mole-checking with a video of two dalmations and their pups.



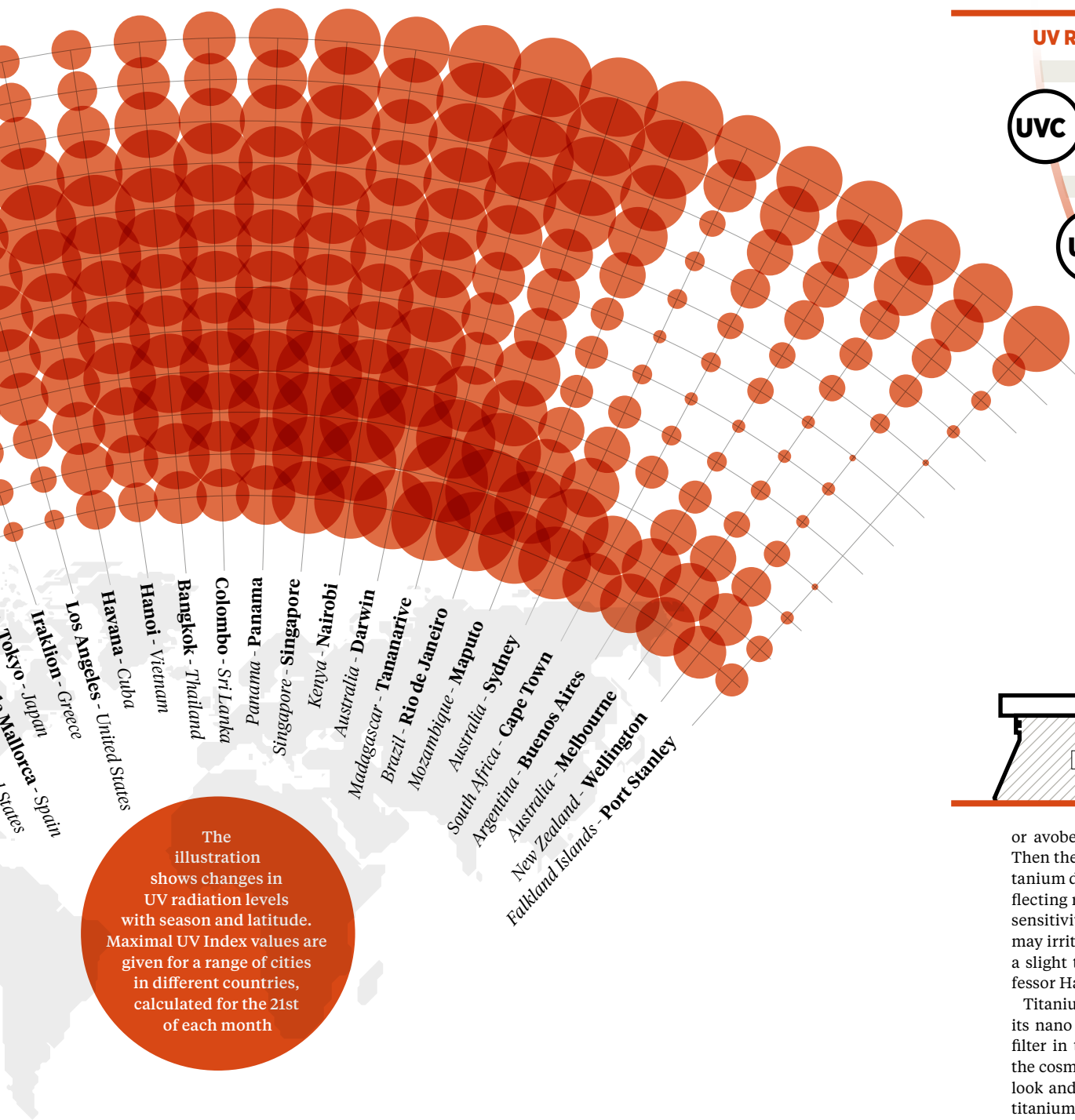
SUN SAVVY
As this year's official brand for the British Association of Dermatologists, La Roche-Posay's video links to the Be Sun Aware website where you can find expert advice on moles and sun care, as well as more on the association's Mole & Sun Advice Roadshow.



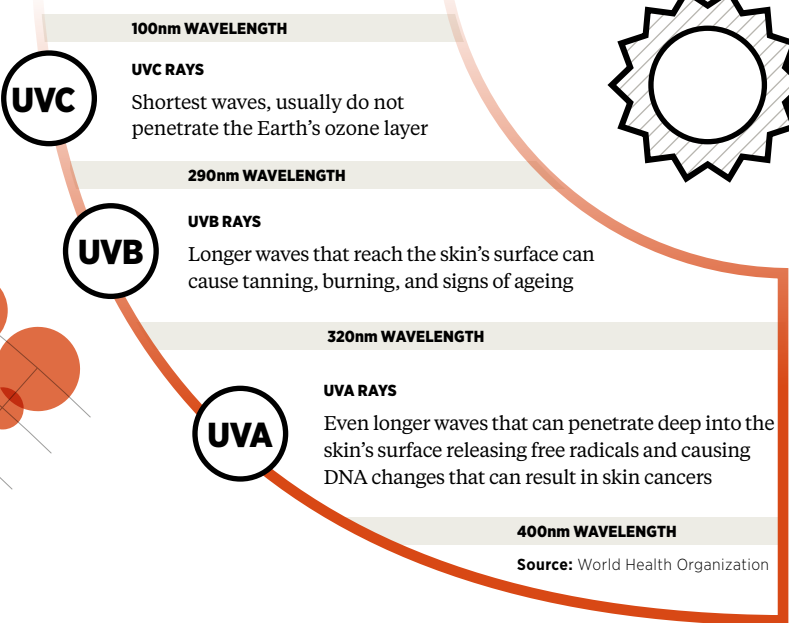
APPLICATION KNOW-HOW
A recent Nivea survey highlighted the areas or "sun terraces" we most often forget to protect. Top of the list were ears, back of neck, shoulders and soles of feet. It also found that only 30 per cent would apply sun protection if out in the UK. In response, Nivea's Take Care Out There YouTube campaign aims to encourage better sunscreen use with a video showing the invisible effect of UV on the skin with a UV camera.



FUND RAISE
Every year seven people in the UK die each day from skin cancer. The lack of a real cure has inspired the British Skin Foundation's It Takes Seven Skin Cancer Appeal (#ittakes7). It encourages people to fundraise in teams of seven for research into skin cancer.



UV RAYS AND THEIR EFFECT ON SKIN



or avobenzene, which absorb UV rays. Then there are the mineral pigments, titanium dioxide, which sit on the skin reflecting rays away. The latter cause least sensitivity while the organic sunscreens may irritate, “particularly if people have a slight tendency to eczema”, says Professor Hawk.

Titanium dioxide is usually used in its nano form. It is a more effective UV filter in this form, which also improves the cosmetic finish, and lessens its white look and sticky feel. The safety of nano titanium dioxide is based on sound research. Ultrasun uses nano titanium dioxide. Abi Cleeve, the company’s managing director, says: “Ultrasun’s use of nanos is at a size that is independently recognised – the Ökotest – as unable to pass into the bloodstream, but small enough to leave a great result on the skin.” Ultrasun SPF 50+ Face combines it with antioxidants and ectoin, a natural enzyme that protects micro-organisms from UV and lasts on the skin for up to two days.

Antioxidants are another useful ingredient. Their protective, reparative benefits are well documented and are increasingly being added to sunscreen formulas. “There are many clinical studies that have shown adding antioxidants to sun protection formulations can help prevent formation of free radicals, and thus reduce possible UV damage,” says surgeon and skin cancer specialist Mr Lens.

He has developed this idea with a new antioxidant serum, Zelens Intense Defense, that blocks three different free radicals associated with UV damage and photo-ageing. It is designed to be used under sunscreen. Skinceuticals was a pioneer in this field and beauty insiders wear its high potency anti-ageing antioxidant serums under sunscreen. Sarah Chapman

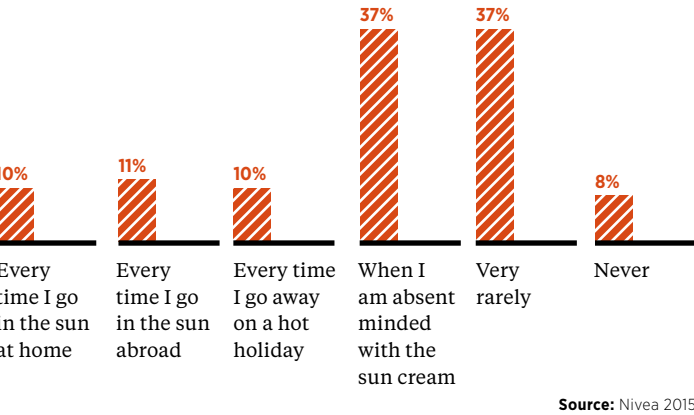
Skinesis Sun Insurance SPF 30 is a facial sunscreen with antioxidants.

This year, water resistance has improved thanks to a technology by Shiseido that harnesses water and perspiration on the skin. Its Expert Sun Ageing Protection line contains an ionic mineral sensor in which negative ions bond with positive ions in water and sweat. The result is a more water-repellent layer against UV.

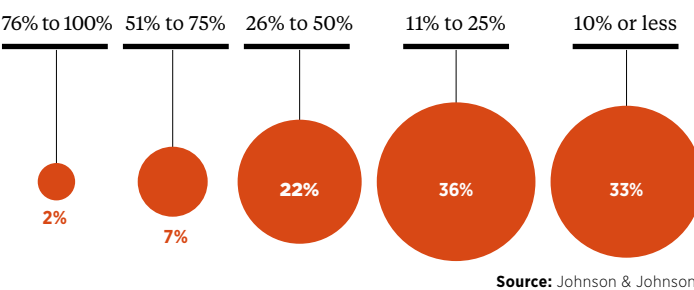
In addition to UVA and UVB rays, there’s high-energy visible light (HEV) to consider. Research has shown that it generates ageing free radicals in the skin during sun exposure. American dermatologist Dr Zein Obagi has introduced fractionated melanin, a purified form found in fish and plants, to his sunscreens. It is a purified form of the naturally occurring molecule. Applied to the skin, it absorbs the potentially damaging visible light wavelengths, but not the beneficial red ones. ZO Skin Health Occlipse Smart Tone Broad-Spectrum sunscreens arrive in July with a tinted face lotion and a spray for the body, both SPF 50.

And so, the future? Think wearable technology. French electronics company Netatmo has launched JUNE, a bracelet with an inbuilt UV tracking device that measures the wearer’s sun exposure. It sends personalised notifications advising on when to apply sunscreen and at what strength. Then there’s the future of the sunscreen supplement. A new study by Oregon State University has isolated a chemical produced by the zebrafish that blocks UV rays, so their question is why not use it in pill form? After all, who ever heard of a sunburnt fish?

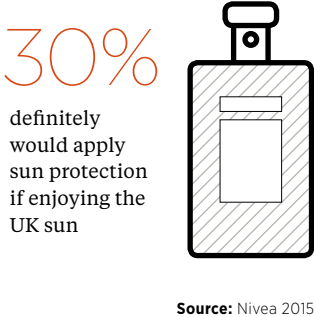
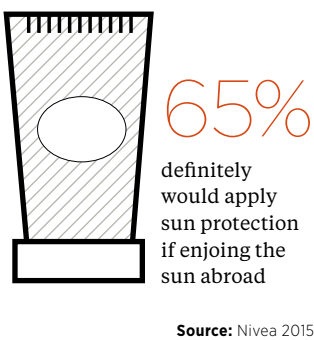
HOW FREQUENTLY DO YOU GET SUNBURNT?



PEOPLE AWARE OF UV RISKS



UNDERESTIMATING THE BRITISH SUN





NeoStrata[®]
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“Sheer Perfection”

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PA++++

Daily Use Sun Protection

Sheer Physical Protection
SPF50 PA++++

new

This lightweight, transparent fluid offers physical broad spectrum UVA/UVB sun protection with a virtually invisible universal tint and ultra-sheer mattifying texture that is ideal for all skin types, including sensitive skin.

Formulated with all-physical filters, titanium dioxide and zinc oxide, to provide broad spectrum UVA/UVB protection and defend against UV damage, along with an antioxidant PHA/Bionic complex to help preserve skin's natural collagen and firmness.

Potent antioxidants EGCG Green Tea Extract, Lactobionic Acid and Vitamin E work to neutralise free radicals and help preserve healthy DNA, promoting youthful looking skin.

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Getty Images

Toxic avengers attack

Pollution created by emissions of toxic gases, notably from traffic, is the enemy of healthy skin and must be defeated

◆ ENVIRONMENTAL DAMAGE

● BEATRICE AIDIN

Beware the toxic avengers. A gang of Marvel anti-heroes? No, but in terms of skin ageing, just as threatening. The expression refers to environmental aggressors and Mintel, who coined the catchy headline, say in a recent report: “The cosmetics industry has been awakening consumers to the immediate, visible and personal effects of pollution that threaten our skin.”

About time too as the Skin Cancer Foundation estimates that 90 per cent of premature ageing is caused by environmental damage, including ultraviolet (UV) rays. “The negative impact of environmental factors other than UV light has long been neglected,” says Dr Stefanie Williams, independent dermatologist at European Dermatology in London and spokesperson for Avon.

What are these villainous factors and what do they do? “Pollution is created by emissions of toxic gases,” explains Dr Rachael Eckel, a cosmetic dermatologist. “Combined with UV rays from sunlight it creates a highly reactive molecule that causes damage to proteins, collagen and lipids in the skin. Remember, the main function of the skin is to act as a barrier or a shield.”

Kiehl’s consulting dermatologist Dr Adam Geyer adds: “When breathed in, pollutants generate circulating free radicals and increase our inflammatory state by activating our immune response which can accelerate signs of ageing.”

But what evidence is there that this actually makes you look older? “Kitchen logic says pollution is bad for the skin,

but we needed a technical rationale,” says Dr Frauke Neuser, Olay principal scientist. In a breakthrough last year, Olay skincare presented a joint study at the annual conference of the Chinese Dermatologist Association proving that pollution has a significantly detrimental effect. The most important finding? Living in a highly polluted area ages people 10 per cent faster than their country cousins.

“

London’s Oxford Street has the worst pollution in the world with levels of nitrogen dioxide at up to ten times the legal limit

“We recruited two groups of 100 women aged between 30 and 45, one living within the ring-road of Beijing and the other in the suburbs,” says Dr Neuser. “The scientists measured the hydration, barrier function, softness, texture and proteins on the skin. We found that the women in the city centre had a 10 per cent lower weaker barrier function because of significantly lower levels of proteins that makes the barrier strong.”

Although widely reported that the Olay study stated that particulate matter 2.5 (PM 2.5), the term for large, sugar-granule-sized toxic polluted particles can be absorbed into the skin, this is not true.

“PM 2.5 particles are too large to penetrate,” says Dr Neuser. “But chemicals that are attached to them, such as from fuel, oil, diesel and pesticides, will pen-



10%

faster ageing of women's skin from urban pollution

Source: American Academy of Dermatology

etrate and kick off a reaction with free radical production and oxidative stress which of course ages the skin.” On a day of high pollution, skin conditions will flare up too. “It’s a vicious circle,” she continues. “Every time you go out, the chemicals can penetrate more easily and the barrier is weakened.”

So Beijing is notoriously polluted, right? Actually London’s Oxford Street has the worst pollution in the world with levels of nitrogen dioxide (NO₂) at up to ten times the legal limit, according to a study by King’s College London.

Hence UK beauty companies are falling over themselves to produce products to prevent and fight back against the attack of the toxic avengers. “We have seen the emergence of several skin products aimed at combatting and removing pollutants,” says Karla Rendle, research analyst at Euromonitor International. “With a high proportion of the UK demographic living in densely populated urban areas, as with sun protection, anti-pollution has the potential to become a standard concern and part of consumers’ daily skin-care routine.”

SkinCeuticals says it best with the slogan “Sunscreens are not enough”. The hero product is C E Ferulic that swoops in like Superman to disarm free radicals on the skin. Elizabeth Arden’s

BEAUTY FROM THE INSIDE OUT



It's a time-consuming business aspiring to be beautiful. But could popping a pill or necking a drink created specifically to enhance skin be a quicker route towards improved skin?

According to Mintel's *Facial Skincare – UK, May 2014* report: "Fourteen per cent of people take vitamins and supplements to improve their appearance, and a high proportion of consumers show an interest in trying [those] with appearance benefits."

Yet consumers and dermatologists have long been cynical about so-called nutri-cosmetics, hence brands are now carrying out independent studies to prove their veracity. Take Gold Collagen, which in a nine-week clinical trial saw subjects showing an increase of 20 per cent in skin elasticity, fine lines reduced by 15 per cent and their depth decreased by 27 per cent. Meanwhile Skinade's studies claim that 91 per cent of subjects saw a 28 per cent increase in their skin hydration, demon-

strating that its drink packs a punch in terms of what they claim would never be as effective in a pill.

On that note, possibly the best-known brand of skin pill supplementation Imdeen shows proof of efficacy with the DermaScan that customers are led through in Boots, measuring the condition of the deeper layers of the skin before and after three months of popping the pills. Of course, results vary, but it inspires confidence by showing the customer a degree of proof.

All three are rich in substances derived from fish, a popular choice, but according to the co-founder of Los Angeles-based vitamin brand Hum, which offers half a dozen beauty lines, not all oils are created equal. "You need to source omega oils from smaller fish that only eat plankton, such as sardines and anchovies," says co-founder Christopher Coleridge. "Larger fish accumulate toxins over time from eating those smaller."

How effective are these products? "Omega 3 oils do work well for the skin," says Dr Penelope Tympanadis, a Harley Street consultant dermatologist. "The main point is that if you want to live well and eat well, you hardly need any supplements." London-based naturopathic specialist Nigma Talib suggests following your gut. "If you are not digesting properly, you won't absorb supplements, so even by getting that corrected you will have fewer spots and less puffiness."

But it's not time for skincare to resign its commission – nutri-cosmetics will only be effective if combined with a good skincare regimen. In life there are no short cuts, beautiful skin included.

COMMERCIAL FEATURE



BRONZED BEAUTY

St.Tropez self-tanning products offer a natural-looking sun-kissed glow without the risk of sun damage

ST.TROPEZ

How times have changed since the Second World War when, deprived of nylon stockings, women painted their legs using gravy browning – the desire for smooth brown limbs is nothing new.

These days self-tanning is much less complicated. Some 21 years ago, St.Tropez changed the experience by creating a self-tanning range that offers a natural-looking sun-kissed glow, often referred to as "skin finishing". Long-term fans include Kate Moss, Sienna Miller and Cara Delevingne.

St.Tropez has won more than 100 awards in the last four years alone and claims 30 per cent of the UK tanning market which in total is worth £60 million. Globally St.Tropez is the number-one best seller distributed in more than 22 countries with a bottle of St.Tropez Self Tan Bronzing Mousse sold every minute. Having started in salons, St.Tropez pioneered spray tan technology and remains the professional spray tanners' favourite in 4,000 salons in the UK alone.

"The St.Tropez difference is that we only make self-tan products," says

Jacqueline Burchell, global marketing and product development director with owners PZ Cussons Beauty. "And our mission is constantly to push the boundaries of self-tanning,"

“

St.Tropez has revolutionised the market yet again with Gradual Tan In Shower Lotion

”

St.Tropez reinvented self-tan with an easy-to-apply technique and most importantly a realistic colour to give the effect of smoother skin, a healthy glow and the appearance of a week in the sun without the health risks. One of the key St.Tropez technology breakthroughs is the patented Aromaguard™ fragrance technology that not only reduces the traditional biscuity smell, but is an attractive aroma in its own right.

St.Tropez offers a range of products for different tanning desires. Self Tan develops a long-lasting tan within an hour or up to eight hours depending on the choice of product. Gradual Tan develops progressively allowing you to build a tan over days and is the entry product into self-tanning for many. Instant Tan gives immediate colour that can be washed off, a favourite backstage at London Fashion Week and at the Oscars. Devotees are well looked after with different textures from the St.Tropez Self Tan Classic Bronzing Mousse, Lotion and Spray to the luxuriously hydrating new Self Tan Luxe Dry Body Oil and Luxe Facial Oil.

St.Tropez has revolutionised the market yet again with Gradual Tan In

Shower Lotion, a breakthrough patent-pending product that uses water to promote a gradual tan – in three minutes flat. Simply wash, apply to wet skin, wait three minutes with the shower off – the perfect time to apply a hair mask – rinse off, pat dry and the streak-free formulation will develop, reaching the optimum colour after three days' use, no body moisturiser required as Sweet Almond Oil in the formulation keeps skin hydrated.

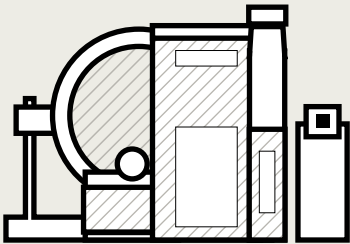
"As a busy mum, I wanted to make tanning as easy as possible," says Ms Burchell. "There are always the worries that people have – the fear of streaks or an unnatural-looking colour, plus the time that self-tanning takes." The "aha" moment came in the shower. "Every woman takes a daily shower, so we set ourselves the challenge of making tanning and showering work together so it can become part of everyone's daily regime."

Not so easy for the scientists as it took two years to develop. "But by using vegetan, a natural tanning agent, dihydroxyacetone, known as DHA, that comes from wheat and sugar, we were able to create a formula that didn't entirely disappear when washed off after just three minutes," says Dr Paul Evans, technology innovation director at PZ Cussons Beauty. "The skin colouration comes from a reaction of DHA with the amino acids present on the skin, called the Maillard reaction. We have DHA in the skin already – and the colouring effect of DHA was first observed in the 1950s."

Proven safety, natural-looking colour and now an in-shower game-changing three-minute product? No wonder at 21, St.Tropez holds the key to the door of the future of self-tan.



HOW POLLUTION IS AFFECTING YOUR SKIN – AND HOW TO FIX IT



Air pollution has a direct effect on health and, more particularly, on the lungs. It is also very harmful to the skin. Pollution particles, sometimes 20 times smaller than pores, can infiltrate deeper layers of the epidermis, causing not only inflammation and dehydration, but also a cellular-level reaction that leads to lost elasticity and firmness.

Cleanse

Washing your face thoroughly every day is a critical step in reducing the burden that pollution puts on your skin. The goal is to get everything off without too much scrubbing, drying or irritation, which can exacerbate skin conditions such as acne.

Neutralise

Most dermatologists agree that antioxidants help fight free radical damage and can help maintain healthy skin. To help protect skin, layer on a serum with antioxidants after cleansing in the morning and do the same at night to bolster its repair process. Also eat antioxidant-rich foods such as blueberries, leafy greens and beans.

Barriers

Apply sunscreen (SPF) daily to protect yourself; the latest formulas contain antioxidants, boosting their pollution-fighting powers.

Water

Moisture is crucial in pollution protection because hydrating agents help strengthen the barrier function of the skin.

new Prevenge Triple Defence SPF 50 combines damage prevention with oxidative repair, while La Roche-Posay Pigmentclar UV SPF 30 works with the most sensitive skin to offer protection, repair and to soothe.

Dior One Essential City Defense lands in September with triple anti-pollution action to prevent the accumulation of toxins in the skin. Lancôme City Miracle CC Cream SPF 50 hit the mark with Chinese women, 69 per cent of whom sited pollution as their beauty enemy, but wearing this, 95 per cent felt protected against external aggressors.

To cure these ravages, Avon Anew Clinical E-Defence Deep Recovery Cream is shown to help reverse the appearance of skin damage caused by exposure to environmental aggressors. And Olay narrow in on niacinamide, found in all the anti-ageing ranges such as Olay Regenerist and Total Effects, to improve hydration and strengthen the skin barrier to fight external damage and inflammation in skin cells. Finally, Clinique's Super City Block Oil-Free Daily Face Protector Broad Spectrum SPF 40, used with the 3-Step Skin Care System and skin cleansing brush, is proven to rid the skin of PM 2.5s.

Another way to prevent damage is to be aware of the toxicity of your environment. Avon carried out a UK-wide study last year that calculated the worst cities for "urban dust". The results? Edinburgh and Preston had the lowest air pollution with levels of 26/100 and 29/100, and London naturally lost the battle of the toxic avengers with 99/100. As for a shopping trip to Oxford Street? Those pollution levels make an online splurge suddenly much more tempting.

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COMMERCIAL FEATURE

DRINK TO YOUR HEALTH AND BEAUTIFUL SKIN FROM WITHIN

Ingestible skincare is the future and Skinade is committed to the concept that better skin comes from within



It is beauty in a bottle and the results are inspiring. After just a month of drinking Skinade, skin is increasingly hydrated and radiant, and fine lines and wrinkles appear to have melted away, while hair and nails become stronger. All in all, a fabulous addition to the daily beauty routine – drunk straight after breakfast or in a gel to be mixed with water when on the go.

And yes, it's all backed up by science in a clinical trial conducted on the collagen peptide found in Skinade. An independent study of 282 subjects showed those taking Skinade for 100 days or more reported that their skin looked and felt 100 per cent more moisturised. A huge 91 per cent felt their skin was more radiant, 82 per cent said it looked clearer, 97 per cent concluded it was healthier, 84 per cent reported increased elasticity, with 91 per cent saying their skin was smoother. Some 81 per cent reported a reduction in

lines and wrinkles, and that they simply looked younger. Bottom line – it does what it says on the bottle.

The drink was developed by leading UK scientists and is manufactured in the UK too. The patent-pending formulation contains essential micronutrients and high-grade collagen sourced from freshwater fish, which is low in sodium, has no mercury contamination, and most importantly is rich in type 1 and 3 collagen, the same as found in skin. With no artificial colouring, Skinade is naturally flavoured with peach and mangosteen – and it tastes great.

It is a new way of thinking about beauty. Anti-ageing creams can work so far, but due to its internal delivery system, Skinade increases collagen into the bloodstream and fires up fibroblasts, our own collagen factories in the skin. It also increases the body's production of hyaluronic acid, which is the naturally produced substance that moisturises the skin.

So couldn't you take it as a pill? Not unless you were prepared to swallow around 20 tablets daily to consume the same level of active ingredients. Not only hard to swallow, the body would also find them hard to digest. In addition, Skinade has an 80 to 90 per cent body absorption rate in one drink, whereas 20 pills only have a 30 to 40 per cent absorption rate. The liquid form of Skinade is essential for efficacy, making the level of absorption higher, which means it reaches right up to the dermis to have a visible effect on the skin.

So what is in Skinade that makes it work? Key ingredients are vitamin B complex, vitamin C, L-lysine, MSM, hydrolysed marine collagen and organic omegas 3 and 6. These work synergistically to provide the best results. It crucially contains a large amount of high-grade marine collagen of 7,000mg in each 150ml serving, sourced from freshwater fish, with each bottle boasting just 35 calories.

The 2kDa 7,000mg of collagen peptides in each serving of Skinade improves skin elasticity by increasing fibroblasts proliferation – cells that rebuild collagen. The fibroblasts actually fire up at 5,500 to 6,500mg so Skinade contains 7,000mg to account for the 90 per cent absorption rate. This has been carefully calculated for best efficacy.

Why a vitamin B complex you may ask? Well it contains riboflavin (vitamin B2), niacin (vitamin B3) and biotin, which contribute to the maintenance of normal skin health. Skinade's specific levels of B vitamin lead to a healthy, glowing and radiant complexion. Vitamin B2 also protects cells from stress.

Next up is vitamin C, where Skinade uses calcium ascorbate, a higher quality and less acid form of vitamin C. This helps the formation and maintenance of the collagen matrix. It also provides vital protection for the skin by boosting the immune system and reducing free-radical damage that shows itself in lines, wrinkles and sun damage – goodbye to that then.

“
We trialled Skinade with our patients and had astounding results in terms of improved skin appearance and patient satisfaction

Skinade boasts a perfect level of L-lysine, which is key to rebuilding the collagen matrix at cellular level. Also, MSM, a naturally occurring form of organic sulphur found in all living organisms that helps collagen and keratin formation, improves skin elasticity by supporting the production of elastin, and inhibits the cross-linking of collagen fibrils, a major cause of skin sagging.

The key hero ingredient is hydrolysed marine collagen. It was proved in a clinical trial of 106 volunteers that peptides used in Skinade reach the target organ, the dermis, and additionally trigger the HAS2 receptors' natural hyaluronic acid production. In just eight weeks, some 91 per cent of subjects saw a 28 per cent increase in skin hydration as well as a significant re-

duction in collagen fragmentation. This means that skin is moisturised, fine lines are reduced and deep wrinkle formation is held at bay with a particular benefit for photo-damaged skin.

Finally, omegas 3 and 6 are sourced exclusively for Skinade from organic flax seed oil, and they play an important role in balancing both dry and oily skin. Skinade even engineers its own water through a process of reverse osmosis ensuring that all the active ingredients are available at the highest level.

For those considering a trip to the cosmetic dermatologist or surgeon, “Skinade has wonderful anti-inflammatory properties and directly reduces the skin's potential to swell and become sore and red,” says Dr Kathryn Taylor-Barnes from The Real You Clinic. “I have observed that my clients' skin tolerates procedures better and heals quicker especially when they are already on a course of Skinade at the time of treatment.”

Now available at more than 550 professional outlets and independent cosmetic surgeries, the medical community is convinced. “I was sceptical at first,” says Dr Paul Banwell of the Banwell Clinic. “However, we trialled Skinade with our patients and had astounding results in terms of improved skin appearance and patient satisfaction.”

A 360-degree approach to lifestyle has reached beauty. Taken for 90 days, Skinade could be that final piece of the anti-ageing jigsaw puzzle for the healthiest looking skin of your life.



◆ POWER OF SLEEP
● ALICE HART-DAVIS

Sleep is good for our skin. Our grandmothers knew this by instinct and now cosmetic scientists are discovering precisely why a lack of sleep leaves us not only feeling rotten, but looking lousy too. Thanks to our 24/7, hyper-connected lifestyles, we're all sleeping less, and less well, and products that help alleviate the consequences are big news. Mintel has identified "the new night" as a trend to watch in facial skincare. "These products will increasingly work with the body's circadian rhythms and natural melatonin levels, and new formats will be introduced," says Vivienne Rudd, Mintel's director of global innovation and insight, beauty and personal care.

A global study from TNS shows that our top beauty concern is tired-looking skin, which isn't surprising given that one third of those surveyed got only five or six hours' sleep a night. Even as recently as the 1960s, eight or nine hours a night was the norm.

Why is sleep so important for skin? "Getting deep sleep is one of the best things you can do for your skin," says dermatologist Dr Howard Murad. "This is when all of the systems of our body repair and regenerate themselves; the skin detoxifies itself overnight too. No matter how effective your skincare products are, not sleeping enough will counteract your efforts to get healthy skin."

The poor-sleep-equals-bad-skin equation was confirmed by 2013 research at the US Case Medical Center in Cleveland, Ohio, which found that regular bad sleep accelerates the signs of skin ageing. Poor sleepers notched up more fine lines, uneven pigmentation, and had slacker and less elastic skin than the good sleepers. And that's before you factor in the things they didn't measure, bags under the eyes, for example.

The study, which was funded by Estée Lauder, informed the latest tweaks to the formula of the company's famous Advanced Night Repair Serum Synchroized Recovery Complex II to help compensate for what a lack of sleep is doing to the skin. From a technical point of view, the new formulation focused on supporting catabolysis, the process by which skin cells clear out internal debris overnight (with algae extract and yeast extract), and a "clock gene" technology which helped the skin to maximise its renewal processes.

As the details of skin's night-time function are uncovered, more options for appropriate skincare at night are opened up. It's an area that Vichy Laboratoires has been researching in great detail.

"The skin has its own circadian rhythm," says Janette Ryan, international training manager for Vichy. "Studying this 'cutaneous chronobiology' shows that cell division, when cells regenerate, is highest between midnight and 1am. There is an increase in blood flow within the skin between 12 midnight and 4am, which provides nutrients to the cells and removes toxins,



Don't miss out on your sleep if you want to be beautiful

It's true what they say, sleep can help to make your skin look vital and is essential in an effective skincare regime

“When I cut back to less than five hours' sleep a night for a week, damage levels simply leapt up as the skin's cellular energy levels fell

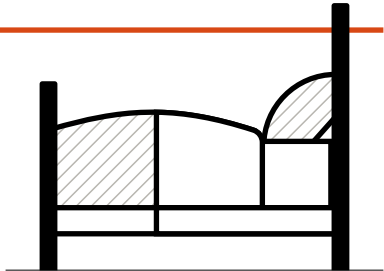
and there's an increase in skin exfoliation at this time too." These discoveries led to the creation of Idealia Skin Sleep that includes among its ingredients caffeine, which accelerates skin microcirculation, and moisturising hyaluronic acid, which stimulates cell regeneration, to help anyone missing out on sleep to minimise the damage. Supporting the skin's overnight detoxing mechanisms is a popular focus

for night products. This Works No Wrinkles Midnight Moisture uses Persian silk tree extract to aid detoxification, as does Nuxe's Nuxellence Detox serum, which claims it will make your face look as if it has had an extra two hours' sleep. Skin also needs a moisture boost at night, because the rate at which skin loses water increases overnight, and this is exacerbated by lack of sleep. Murad's Hydro-Dynamic Ultimate Moisture promises eight-hour moisturisation to counteract this, while the Body Shop takes a novel approach with its Drops of Youth Bouncy Sleeping Mask, a gel-cream which forms itself into a mask that stays on overnight, so that the

hyaluronic acid and edelweiss extract it contains can go to work. Sleeping masks are, as Mintel points out, a good example of the fascination with South Korean skincare. These are highly elastic gels, which you can use in a thin layer as a wash-off mask, a thicker layer for a night cream, or an even thicker layer for a night mask to be washed off in the morning. &OtherStories has a similar product called the Natte Anti-Stress Sleeping Mask. And then there's the issue of pigmentation, which Estée Lauder scientists have found is exacerbated at night when the day's accumulated damage, rather than being swept away, is compounded into excess pigmentation. The company's Enlighten range contains new tone-correcting ingredients that have been proven to counteract this.

The mitochondrial DNA within your skin, which helps provide energy to each skin cell, is swiftly harmed by lack of sleep. I know this because I was the subject of a year-long research project last year which examined my skin's mitochondrial DNA to see how different lifestyle behaviours affected it. The research was conducted by Dr Jenny Latimer at the University of Newcastle and when I cut back to less than five hours' sleep a night for a week, damage levels simply leapt up as the skin's cellular energy levels fell.

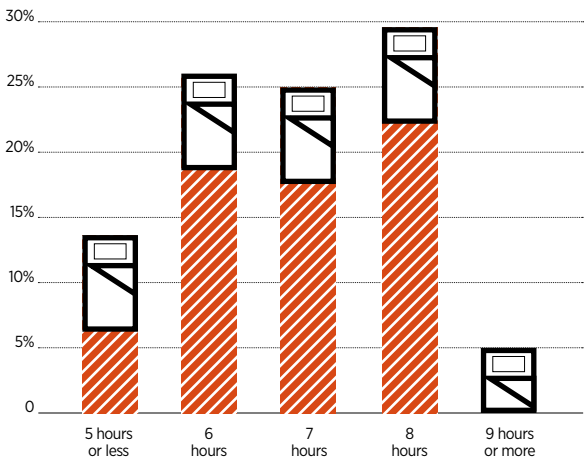
Can skincare help here, too? Olay's reformulated Regenerist range is proven to boost cellular bioenergy thanks to the enhanced amounts of niacinamide (vitamin B3) that its special "cell en-



ergising technology" contains. At the pricier end of the scale, under-the-radar favourite night-cream Cult51 has been shown in clinical trials to increase levels of ATP (adenosine triphosphate), which cells need to generate energy, by 65 per cent and, together with its bevy of other skin-boosting ingredients, to reduce wrinkle depth by 52 per cent in 28 days.

To improve your beauty sleep further, you could slip on a Proskins Gold Eye Mask in which the lining is impregnated with gold that has been clinically proven to boost skin's own production of hyaluronic acid. Or you could recline on an Illuminage pillow case that has copper ions woven into its fabric which have been shown to actively reduce skin-wrinkling. In addition, you could spritz that pillow case with This Works Sleep Plus Pillow Spray which, in a glorious verification of everything your granny would have said, contains a special lavender spray clinically proven to get people off to sleep quicker and help them sleep more deeply. Sweet dreams.

HOW MANY HOURS' SLEEP DO YOU GET A NIGHT?



1
6.8
hours is the average amount of sleep per night

2
7-9
hours is the optimum amount of sleep per night

Source: Health Perch

DIY facials are bringing technology back home

Devices that were once the preserve of skin professionals are now boosting at-home enhancement

◆ TECHNOLOGY
● CAROLINE BRIEN

The landscape of DIY facials is changing fast. The techniques of skilled beauticians and aesthetic practitioners previously confined to the clinic are being brought home thanks to advanced technology. From Clarisonic's pioneering deep cleansing device to the Illuminage anti-ageing laser, exceptional complexion enhancements are now quite literally at our fingertips.

"Home beauty is booming as salon-standard, domestic devices make inroads into a global population with rising disposable income and high expectations of anti-ageing products," says Victoria Buchanan, visual trends analyst at The Future Laboratory.

Persistence Market Research says the global beauty device market is worth \$19.4 billion predicting growth of almost 19 per cent by 2020, while the Kline Group consultancy say it's expected Europe will outpace the United States in terms of gadget-pick-up.

Harrods have championed DIY beauty devices in its Apothecary since 2011, with beauty divisional merchandise manager Mia Collins reporting they have seen 15 per cent growth in a year and, since 2012, the category has doubled. "You just have to look towards retailers such as Net-a-Porter, QVC, Selfridges and Space NK all

expanding their tool ranges to see that the industry is betting on the potential of this category," adds Ms Buchanan.

It's a recent phenomenon. While home hair removal has long been the norm, Clarisonic brought cleansing devices into the beauty consciousness in 2004. Snapped up by L'Oréal in 2011, variants push serums into the skin too and the group has its own skincare line, Sonic Radiance. Bliss's 2011 Pore-Fector Gadget uses sonic vibrations for a deep clean, selling one a day, while the Olay Regenerist 3-Point Super Cleansing System sold one every three minutes during both its UK and US launches.

Customers demand proof and clinical trials show that the Olay system, for example, is four times more effective at cleaning the skin than manual cleansing. Clarisonic last year presented a study saying it could remove up to 30 times more of the airborne pollutants that speed up skin ageing.

"The speed of development in electronics has raised the bar for acceptance," explains Dr Tom Mammone, executive director for skin physiology and pharmacology for Clinique Worldwide, which has the Sonic System Purifying Cleansing Brush, the market bestseller at John Lewis. "Technology is spilling over into cosmetics so customer expectation is for lower cost and elevated performance. Ten years ago the efficacy of beauty devices wouldn't have come close to treatments in a dermatologist's



BEAUTY DEVICES

The global beauty devices market was valued at \$19.4 billion in 2014 and is expected to reach \$54 billion by 2020, according to Persistence Market Research

office, but today it's amazing to see just how comparable the results can be," he says.

Price is playing a big factor in moving the cleansing device market forward, ensuring the success of lower entry

level launches, such as the Olay system at £39.99 in comparison to Clarisonic at £155. Beyond cleansing, however, are new, innovative anti-ageing devices boasting the kind of light emitting diode (LED), ultrasound and laser technology that offer professional results which, while not as powerful as those produced from an appointment with an aesthetician, are proving popular because they have the safety seal of approval by the US Food and Drug Administration.

Illuminage Smoothing Laser uses pulses of light to generate new collagen production within the skin's deeper layers to firm and tone. TRIA's Age Defying Laser, just three years old, uses the same non-ablative laser technology as dermatologists and boasts clinical studies with an impressive 77 per cent reduction in fine lines plus 90 per cent improvement in pigmentation.

A study by HoMedics NEWA showed an 88 per cent improvement in wrinkles after 12 weeks, while CACI, long noted for their salon facial success, transported their micro-current skin firming technology into an at-home system, Microlift, in 2013. "We see them as working in tandem rather than competing, in the same way that, for the best results, you'll see a dentist, but also use a sonic toothbrush," says Dean Nathanson, CACI International managing director.

Diversity is galloping the segment forward. Out in July, Clinique is offering

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Home beauty is booming as salon-standard domestic devices make inroads into a global population with rising disposable income

options of anti-acne and massage heads devised to work with Sculptwear Contouring Massage cream to be applied sonically for maximum effect. While hardly hand-held, a study of the Dyson Humidifier has shown that having the correct humidity in a room alleviates dehydrated, rough skin that further causes fine lines.

Expect to see smart technology playing a greater role in the future too. The Illuminage laser already records an account of usage and skin progress that can be uploaded to an online tracker. "Over the next five years, smart technology will become evermore embedded in the beauty ecosystem, defining how consumers interact with ranges and creating new levels of technologically enhanced product functionality," The Future Laboratory's Ms Buchanan concludes.

DIY CAN BOOST SALON SUCCESS



With the growth of at-home treatments, more women are being tempted into salons to experience the professional touch.

"Home devices have inspired women to come into the salon to try professional treatments," says CACI International's Dean Nathanson. "With clients in mind and such wonderful advancements in technology, we're developing the next generation of machines that combine multiple benefits in one. Previously you would have to have separate treatments for blemishes, tightening and lifting, but we

will be able to combine them into a simple single session."

This multi-tasking and personalised approach to beauty benefits seems a no-brainer now that the technology is there to support it. Carita Cintetic Lift Expert was introduced as a world first last year and mixes the lifting, toning and firming benefits of micro-currents, ultrasound and LED light therapy into an hour. And the Smart Scan technology behind the Venus Viva facial treatment allows for customisation too, with aestheticians able to

micro-manage the intensity of the radio frequency to tackle issues from sagging skin to breakouts and large pores in one shot.

Earlier this year, South Korean brand Ledge presented their Eclat LED light therapy device, claiming it can repair damaged skin cells, helping to prevent signs of ageing. "They see this as a salon service, but you can easily see how the technology could be developed for home devices too," predicts Victoria Buchanan, visual trends analyst at The Future Laboratory.



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