



# COSMECEUTICALS 2016

Cosmetic dermatologists weigh in on what's trending in skin care and what their patients are buying



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**T**HE GLOBAL PROFESSIONAL SKIN CARE market is on the rise and continues to expand by offering more physician-only product categories. Driven by consumer confusion at retailers, and more educated consumers who do their homework and read reviews before making a purchasing decision, more people are seeking the advice of a professional skin care expert to help them choose the right products for their skin type and concerns to deliver visible results.

If you are not talking to your patients about what they are looking for in skin care products, you may be surprised at the diversity of their needs. Today's anti-ageing market is expanding to incorporate diverse consumer concerns. Wrinkles are no longer considered the only sign of ageing skin. Treatments that target sunspots, hyperpigmentation, dry skin, uneven skin tone, redness, under eye circles, and thinning hair are emerging among the new anti-ageing concerns of consumers.

The constant demand for innovation in skin care, beauty products, and home care devices is leading to exciting new entries in sun protection, natural products, multifunctional formulas, pigment regulators, and non-human growth factors. Technological advances and novel ingredients are raising the bar for brands and

product developers to break through the clutter, which is a win-win for physicians and consumers.

## What patients want

According to Winston Salem, NC dermatologist and acting president of the Skin of Color Society, Amy J. McMichael, 'Often, patients do not have an idea of what they want. Most of the time, they want an opinion about how to spend their money wisely.'

Eye creams for improving under eye wrinkles are definitely top of mind for female and male patients. 'The age group of patients asking for eye creams in my practice is getting younger and younger,' says New York dermatologist Heidi Waldorf.

A popular request in her Miami practice, according to dermatologist Leslie Baumann, is for, 'anti-inflammatory soothing products for irritation for rosacea patients and for patients who get irritated from retinoids.'

Skin lightening and brightening products have become a mainstay in many practices, especially those specializing in treating skin of color. 'Patients want the best thing for dark spots and a smooth complexion. Everyone wants to be all one color,' says Dr. McMichael.

As Director of the Skin of Color Center at Mt Sinai West in New York City, Dr. Andrew Alexis also has a steady flow of

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patients seeking products for hyperpigmentation and dark circles under the eyes. 'In addition, products to reduce the appearance of large pores and treatments for adult female acne are in demand,' he says.

Another emerging category, topical scar treatments, is also gaining recognition among patients, according to Dr. Babar Rao in New York City. They are frequently looking for something more effective than standard over the counter options, and treatments for post-surgical scarring.

According to New York City dermatologist Diane Berson, 'I am seeing more patients asking for products as well as treatments for targeted areas, such as "What can I do for my eyes for discoloration, bags, and wrinkles?" They are also requesting products for non-facial areas, such as the neck, chest, and hands to improve texture, tone and pigment. Products that address pores and redness are also important to offer in your practice.'

### Natural beauty

There is a growing awareness of natural ingredients among consumers. In fact, consumers are seeking full transparency from skin care brands on their sourcing methods, production, ingredients, and overall sustainability practices, according to market research group Kline Group<sup>1</sup>.

'Natural' product lines are in demand among a certain set of patients. Plano, TX dermatologist Seemal Desai says, 'My patients also ask for antioxidants and want more natural botanical based products. I have many patients who specifically ask for non prescription anti-aging products, skin lightening agents, and complexion neutralizers,' he says.

Dermatologist Maritza Perez in New Canaan, CT is also seeing this trend. 'My younger patients are asking for more natural products, free of preservatives, especially paraben-free. They are also very interested in coconut oil and honey for topical application. I try to educate them that coconut oil is anti-bacterial and emollient and honey is occlusive to the skin but has no anti-aging benefits. I also explain that some small amounts of preservatives are necessary for extending the shelf life of products.'

### Oral supplements

There is still a fair amount of controversy and debate over whether skin supplements add value.

'I do not believe there is a specific supplement that holds the key to anti-ageing. I don't think we have the magic potion just yet. However, I do believe in replacing any vitamin or minerals that are abnormal by laboratory monitoring, such as iron levels, ferritin, and zinc. Normal levels of all of these can also help with skin healing after procedures, but there is no value in taking these medications if there is no abnormal level,'

**“I have many patients who specifically ask for non prescription anti-aging products, skin lightening agents, and complexion neutralizers.”**

says Dr. McMichael.

Dr. Desai is a proponent of certain skin supplements. 'Specifically, I use lots of polypodium leucotomas for melasma and vitiligo. It also has a UV protective component so it's even good for patients with a history of skin cancers or sub-sensitivity because at least I know their body is getting some UV protection,' he says.

Dermatologist Leslie Baumann in Miami, FL, is a firm believer in supplementation. 'I believe you cannot get enough antioxidants. You need them topically and by mouth. I recommend Heliocare® (fern extract) to my patients daily and coenzyme Q10 200mg supplements from any brand in the morning because it hypes you up so you do not take it at night. I also recommend that they drink lots of green tea. They can buy beauty drinks if they want to, but I tell my patients to make sure they do not have a lot of sugar or they will actually increase skin ageing through glycation.'

Dr. Perez is also in favor of oral supplements, not only for the skin, but for the whole body. 'I believe, and there is science-based documentation to support it, in the intake



of niacinamide as an antioxidant to reverse single oxygen radical damage to the skin and organs, replenish mitochondrial energy and reverse pollutant induced damage. I also recommend Vitamin C and E as antioxidants taken orally, and Polypodium leucotomos for sun protection. The newest addition to my essential regimen is individually encapsulated vitamin C to prevent oxidation and facilitate the transportability of it. I also prescribe Viviscal® Professional for hair and nail growth,' she says.

Probiotics is another buzzword in skin care and beauty products, and it's a concept that consumers seem to gravitate to. According to Dr. Berson, probiotics may be helpful for conditions that involve inflammation such as >

▷ acne and eczema. 'Inflammation and oxidative damage are the root cause of so many evils in our bodies, including photo-damage. Probiotics and anti-inflammatory supplements may therefore have a role in anti-ageing; anything you do for your body should benefit its largest organ, which is the skin,' she says.



## Pigment game changers

Pigmentation presents unique challenges for patients seeking treatment from dermatologists and aesthetic surgeons. In the past several years, we have seen a proliferation of new pigment lightening ingredients and combinations of ingredients entering the professional skin care landscape that have demonstrated efficacy with consistent use. In the minds of many physicians, however, hydroquinone is widely considered the gold standard. According to Dr. Waldorf, 'Unfortunately, hydroquinone is still the most effective. Everything else is a distant second.'

The way our patients perceive pigmentation is also changing, says Dr. Berson. 'They are looking to brighten their skin and improve radiance. Pigmentation has become a bigger buzzword for us. Under the umbrella of pigmentation, you can include photo-damage, freckling, lentigines, post-inflammatory hyperpigmentation from acne, and melasma. Melasma and hair loss are our holy grails, though exciting research and newer treatments and in the pipeline for both.'

She continues, 'Using a combination of ingredients with different modes of action is becoming more common. Kojic acid, azelaic acid, vitamin C, and licorice extract interfere with tyrosinase activity, while niacinamide and soy inhibit melanin transfer. Retinol and AHAs help exfoliate superficial pigment. SkinMedica's Lytera is a perfect example of a product that contains a combination of ingredients which help brighten the skin.'

Dr. Perez explains that there is new information about hyperpigmentation and potentially a new way of preventing it. 'It has been demonstrated that patients with

skin types IV-V can develop melasma like hyperpigmentation upon exposure to visible and infrared light. The only ingredient available that can block these wavelengths is iron oxide. This ingredient is present in Fallene's Tizo3 that is a very elegant tinted physical block that I dispense in my office. Another popular product that I recommend is Lytera by SkinMedica which is a non-hydroquinone lightening cream proven to be highly effective.'

According to Dr. Alexis, 'New proprietary products are under development containing novel ingredients that target multiple steps in the hyperpigmentation pathway.' Dr. Desai noted that Afamelanotide (Clinuvel®), which is a prescription drug for vitiligo, may show promise in this area.

Several new natural ingredients targeting pigment are also on the horizon, adds Dr. Rao. 'However the problem is not how to get rid of pigmentation, it is how to prevent it from happening again.'

## Skin care tolerability

According to Dr. Berson, 'Much attention is being paid to epidermal lipids and barrier function. If you have a good barrier in the epidermis, you will have pliable skin that is more elastic. Many brands are now including hyaluronic acid, ceramides, and niacinamide. For example, SkinCeuticals Metacell® Renewal B3 contains peptides, niacinamide, and glycerin, so it is great for younger women who want an entry level anti-ageing moisturizer. It is also ideal for acne-prone adults because of its light, non-greasy vehicle. SkinMedica will also be introducing a topical product containing high concentrations of epidermal hyaluronic acid.'

Patients are demanding products that have efficacy, but also tolerability and cosmetic elegance. For the most part, they are not willing to live with redness, flaking, and irritation, mainly because they don't have to anymore as new formulations have become increasingly more appealing to use.

'Whenever I give a patient a retinoid, for photo damage or acne, I also have them use an emollient first when they start it because studies have shown that they will still get the same efficacy but there is better tolerability. The key is to get a patient to be compliant with a regimen, and if they get irritation, they won't continue using it,' says Dr. Berson.

Retinoids have maintained their rightful place as the dermatologists' go-to ingredient for addressing ageing skin and acne, but there are still some lingering misconceptions among consumers. Dr. Baumann explains, 'I am always surprised how many people still believe that retinoids make you sun sensitive. They actually protect you from UV damage by turning on protective genes and turning off deleterious genes. Adding barrier repair and anti-inflammatory ingredients to a skin care regimen and combining these with the correct non-foaming cleanser will help patients tolerate retinoids better. There is some exciting technology being developed at the University of Michigan that will decrease some of the side effects of retinoids by blocking gene expression of the gene that gets turned on that leads to the irritation.'

Clearly, there is no one size fits all skin care range. ▷

## SIX HOT CATEGORIES

**1** Multi-masking, targeted sheet masks for the face, eyes, hands, and feet

**2** Asian beauty products, most notably hailing from Korea

**3** Multi-tasking products (BB creams, CC creams, merging of skin care plus color cosmetics)

**4** Therapeutic hair care ranges that address thinning, dandruff, and itching

**5** Ingestible beauty in the form of oral supplements and drinks

**6** Sunscreen formulations that offer protection from infrared rays (IR-A)





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“Clearly, there is no one size fits all skin care range. Different patients are willing to accept a different level of side effects, often based on their lifestyle, career, and age.”

▷ Different patients are willing to accept a different level of side effects, often based on their lifestyle, career, and age. Their degree of motivation and commitment is also a factor. In the crowded professional skin care market, where there are many science-based brands to choose from, most practices now carry products from several brands to have a cross section of reliable and effective formulas at all price points for their patients. By offering a carefully selected combination of products, skin care professionals can provide the special expertise that consumers cannot get online or at the mall.

For my older group of patients who want effective anti-ageing products, and are interested in the mechanism of action, effectiveness, and potential for unwanted effects, I carry two lines with some science-based studies. One is for patients without sensitive skin that contains growth factors, antioxidants, barrier repair ingredients, retinol, and physical sun protection with zinc oxide, titanium dioxide and iron oxide. I also carry a hypoallergenic line with the same type of ingredients,’ says Dr. Perez.

An indepth understanding of skin physiology and the science of skin care is what sets physicians and skin care professionals apart from the high pressure sales people found at cosmetic counters. As dermatologists we are able to tailor our skin care recommendations based on the individual patient’s issues and skin type. We have a choice of wonderful ingredients that can be combined to give each patient their healthiest skin. We have the expertise to recommend the right formulations, the correct order in which to apply products, and which to use when,’ says Dr. Berson. She recently began using RegimenMD™, The Doctor’s Dispensing Network, to ensure that her patients can continue using the skin care routine she has specifically chosen for them by replenishing online.

### Best sellers

Although every practice caters to a specific patient segment with a unique set of personal preferences, there are some common themes to be found in the types of products that tend to fly off the office shelves. If the physicians, aestheticians, and nurses are passionate about the products they feature, patients will also be more inclined to take their recommendations on board. They want to know

what their doctor uses on his or her own skin and why. That kind of personal recommendation goes a long way.

Sunscreens are a perennial favorite and one that patients will seek the advice of a healthcare professional to get some clarity on what they should be using. Dr. Desai recommends EltaMD sunscreens, particularly EltaMD® UV Clear Broad Spectrum SPF46 and UV



Aero Broad Spectrum SPF 45 which is a spray. According to Dr. Perez, ‘My best sellers by far are Medical Skin Barrier Repair from Epionce, Tizo3 by Fallene, TNS by SkinMedica, and oral Viviscal® Professional.’

Dr. Waldorf’s most popular products include EltaMD UV Clear Broad Spectrum SPF46, Neostrata® Skin Science Exfoliating Cleanser and Skin Science Cellular Restoration, Blue Lizard Sport Australian Sunscreen, Avene® Trixera Emollient Cream, Colorescience Sunforgettable Primer, and Colorescience Sunforgettable Mineral Sunscreen.

Dr. Baumann, who has developed a unique franchise platform to physicians called Skin Type Solutions®, has the benefit of testing a wide range of products. ‘We analyzed the 50 doctors’ offices in the STS Franchise system, and the bestselling products are Zerafite® Soothing and Calming Cream that contains MLE technology to add lipids to the skin, SkinMedica 0.25% Retinol and EltaMD UV Physical Broad Spectrum SPF41.’

She continues, ‘It is important to note that every ingredient in a product matters and every product in the regimen plays a role. Regimens should be carefully designed and products should be used in the correct order because ingredients interact with each other, which can affect efficacy, side effects, and penetration. It is a different mindset to think about regimens in their entirety rather than individual products alone. Instead of saying, ‘What is the best skin lightening product?’, we should be asking, ‘What is the best skin lighting regimen?’ Through our Skin Type Solutions® Franchise System we are teaching doctors and their staff how to think this way.’

### Conclusion

The professional skin care industry is a giant with no signs of slowing down. An increased awareness of healthy skin, the surge in widespread wellness lifestyles and the continual development of new technology, are all fueling new opportunities for physician dispensing and the professional skin care and cosmetics market. If you are not yet selling an edited selection of cosmeceutical-grade products in your practice, there has never been a better time to investigate the myriad of options available.

► **Resources** *Aveneusa.com; Colorescience.com; Defenage.com; Eltamd.com; Epionce.com; Heliocare.com; Neostrata.com; PCAskin.com; RegimenMD.com; Skinmedica.com; Skinceuticals.com; STSfranchise.com; Tizofusion.com; Viviscal.com; Zoskinhealth.com*



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★ **NeoStrata® SKIN ACTIVE Retinol + NAG Complex** Formulated with time-released microencapsulated Retinol and NeoGlucosamine® to help build natural collagen

### Reference

1. The Kline Group. Top Three Drivers of the Global Natural Personal Care Market. Parsippany, NJ, USA: August 2015. Available at: <http://www.klinegroup.com/blogs/index.php/2015/08/27/top-three-drivers-of-the-global-natural-personal-care-market/> (last accessed 14 January 2016)



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