

Product choice ...

The product choices that will make you look good



Choices. Choices! With so many products on offer, making the right decision can be difficult.

Lauren Esplin

Are you considering making the shift to natural products in your salon or spa? Or do you just want to know a little more about the products you already have? Asia-Pacific Trainer of the *International Dermal Institute*, Emma Hobson, explains labels to *thisisbeauty*.

Faced with scientific label babble, many of us simply don't know where to begin, when it comes to product choice.

A good place to start is to look at the longevity of any product.

Used-by-dates

Since 11 March 2005, the Open-Jar symbol has been progressively appearing on the labels of cosmetic

products. The PAO (Period After Opening) shows the number of months a produce can be used for before needing to be discarded.

In Australia, all over-the-counter (OTC) drug products, such as sunscreens and anti-bacterials, require a printed expiration date on the label, indicating how long the active ingredients remain effective before needing to be discarded.

Ingredients listing

Many feel that they need a science degree to understand cosmetic product labels, as there are so many convoluted and unpronounceable names.

In Australia, all cosmetic products must list the INCI ingredients (International Nomenclature of Cosmetic Ingredients) on the label.

Botanical ingredients are listed using their genus, species, common-name, plant part. For example, citrus aurantium dulcis, is actually orange peel extract.

This may seem a little strange, but when you read a label, the ingredients with concentrations of 1% or more are all listed in descending order of use. The ingredients making up less than 1% of the whole product can be listed in any order.

This system means the formulation can be protected from being easily replicated. There is no requirement to list the quantity or percentage of the majority of ingredients.

Product categorisation

In terms of skin-care categories such as natural, organic and cosmeceutical products, it can be extremely difficult to find a genuine all-natural health and beauty product.

Poor regulation means that marketing-hype and label literature can be misleading. Take the term, "natural," as an example, what does it really mean? That it contains no chemicals? Actually, the (unregulated) term refers to a product requiring 1% of the ingredients to be natural.

Moving onto "organic" products, there are certainly some authentic organic products in the marketplace, but once again, poor regulation means some are not compliant. My advice would be to do your homework on the company as well as the certification before purchase.

As for cosmeceuticals, the term refers to a cosmetic product containing actives, which affect the structure and function of the skin and/or are formulated to treat and/or prevent disease or specific skin conditions.



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Little Black Beauty Book

Editor's un-biased favourites

THE BEST THING SINCE WATERPROOF MASCARA

Make-up artists will love Hawley International's new Beauty Snapz for waterproof mascara remover or corrections.

Bringing cotton-tips into the 21st Century, the swabs are filled with an effective make-up removal formula and moisturiser.

The product is easy-to-use, time-saving and works.



Product showcase }



INTERESTED IN DISPLAYING YOUR PRODUCT HERE?

For more information about our product highlight package please [click here](#) or contact Simone on (02) 9422 2088

IT'S NEVER TOO LATE FOR A CLEAN START

Clean Start, created by the skin health experts at Dermalogica, has announced the launch of their new and highly interactive online shop. The site offers consumers complete access to information on Clean Start as well as the opportunity to purchase this much awaited product range online!

<http://shopcleanstart.dermalogica.com.au>



A NEW LINE FOR MATURE SKIN

Payot Paris has released, Les Design Lift, which is a new line of skin-care for mature skin.

The product contains a new generation of active ingredients including the pepti-oriza-calcium complex.

This is a combination of patented BD2 peptides with oriza sativa (fermented rice extract) and calcium, which results in improved cell communication and helps to restore cell activity.

RRP \$98



Treatment time is 45 minutes to one (1) hour. RRP is from \$190.

PUT YOUR BEST FACE FORWARD

Skeyndor's Meso-Bright Facial is a preventative care treatment that leaves skin softer, smoother and clearer.

The facial combines the Meso-Science technique and the concentrated actives of Vitamin C, to neutralise free radicals, which are realised in the skin by smoking, drinking, and sun exposure.

The vitamin C and amino acid is infused into the deeper layers of the skin in a process that uses smooth flat handpieces, to promote collagen and melanin synthesis, detoxification and protection from skin ageing.

It enlists a four-phase system of activating current, hydro-electrophoresis, electroporation and cryotherapy.

A series of six or more sessions could be needed, for maximum results, depending on skin condition.



BACK TO THE 80S

BYS has released its new neon range of colours. The range includes neon eye-lining pencils, liquid eye-liners, eye-shadows, nail polishes and shimmer powder pots.

RRP is from \$2.95

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Cosmeceuticals could also be called “special effect ingredients” as they help to radically improve the appearance of the skin. For example, the hygroscopic substance, humectants, attract water, which improves skin condition.

The good ingredients

Identifying results-focused, high-performance ingredients for healthy skin can be complicated.

We simplify it all here:

Hyaluronic Acid is a high performance product that really works on dehydration. Also look out for an ingredient called hyaluronic acid. It has the ability to hold a 1,000 times its own weight in moisture and it binds the moisture to the skin.

Magnesium Ascorbyl Phosphate is a non-acidic, stable form of Vitamin C that stimulates collagen formation in the skin while providing antioxidant protection, inhibiting melanin formation and inhibiting MMP enzymes that contribute to collagen degradation.

Glucosamine fights AGEs, which slows down the glycation process and corrects severe signs of intrinsic aging in mature skin, while also stimulating hyaluronic acid and collagen formation in skin.

Palmitoyl Pentapeptide & Oligopentapeptide is for deeper fortification of collagen structure. They stimulate collagen and works similarly to retinol & vitamin C. It helps skin



structure the extracellular matrix.

Camellia Sinensis (white tea) extract protects against reactive oxygen species (free radicals), and fights the formation of AGEs in skin and inhibits MMPs.

Hyaluronic Acid provides intense skin hydration.

Yeast Extract helps stimulate wound healing, collagen formation and increases oxygen utilisation in skin.

Retinyl Palmitate (retinol/ vitamin A) helps reverse the signs of premature ageing, while also stimulating collagen and elastin synthesis to increase elasticity, strengthen and firm skin.

Magnesium ascorbyl phosphate (MAP/vitamin C) promotes collagen synthesis and wound healing.. It also lightens skin pigmentation.

Tocopheryl Acetate (vitamin E, an antioxidant) smoothes skin while defending against Reactive Oxygen Species (ROS).

Hydroxy Acids (HA's) This group's top performers include, salicylic acid, which is not only a great ingredient for exfoliation but also hydrating the skin. And, lactic acid, which is less irritating than glycolic and has the added benefit of also combating hyper pigmentation.

High performance products for breakouts:

Sebum-regulating ingredients include nordihydroguaiaretic acid, niacinamide, zinc gluconate and sarcosine.

Antibacterial ingredients include benzoyl peroxide, tea tree oil, zinc gluconate and sulfate, balm mint and rosemary extract sulfur.

Anti Inflammatory ingredients include green tea, panthenol, camphor, coneflower, oat extract.

Ingredients to avoid

Just as important as being aware of which ingredients to use is knowing which to avoid.

Artificial colours can cause breakouts and sensitivity. You would be best to avoid them in your skin-care products. They have no skin benefit.

Some artificial fragrances react with sunlight and can cause hyper pigmentation, in addition, some people find them sensitising to the skin.

Comedogenic ingredients can cause congestion in the follicle (this can cause blackheads). These include acetylated lanolin, butyl stearate, cocoa butter, flax oil, isoparaffin C9-11, Isopropyl myristate, linseed oil, myristyl myristate, myreth-3 myristate, octyl palmitate, octyl stearate. Always look for the term 'non-comedogenic'.

Gluten: Finally, if you suffer from Celiac disease, you are probably be extra careful when selecting products. But **The Coeliac Society** claims: “Gluten molecules are too large to be absorbed through the skin. If you're having a reaction to a personal care product (for example, a moisturiser or a sunscreen lotion) that contains gluten, you may be allergic to one or more of the other ingredients.”

email us with your comments

Do you believe in Natural Selection?



Pure & Green Organics's founder, Grace Culhaci, tells thisisbeauty why she decided to launch a natural and organic skin and body-care range. She also offers useful advice for anyone thinking about shifting away from mainstream products or launching their own brand.

I created Pure & Green Organics for myself after I became very ill whilst pregnant with my first child.

The illness spurred me to educate myself about organics and remove toxins from my environment. The range followed later after years of research.

A myriad of products claiming to be natural or organic were

springing up faster that you could plant their seeds. But where did all this fuss about being natural or organic come from?

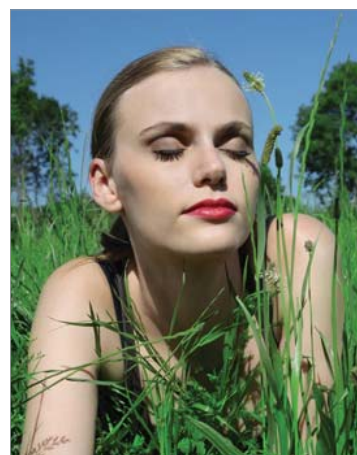
Before the emergence of synthetic chemicals, all skin and body-care was organic, natural and for the most part non-toxic. But, at this time, making natural products was difficult, expensive and time-consuming.

Subsequently, only the rich had perfumes, moisturisers, hair products and cosmetics. The general public got by with soap and not much else!

The emergence of synthetic chemicals changed things dramatically. Just about any natural ingredient could be, and was, copied synthetically. Practically overnight chemicals became available that were quick and easy to make, mass-produced cheaply and stored for very long periods of time.

Now that we are realising that synthetic chemicals have costly side effects, namely to human health and the environment, we are having a wellness revolution.

It is not only consumers, but



Natural beauty is hard to find.

industry too, that is making the shift. Many salons and spas are recognising the harmful side-effects of constant exposure to chemicals on staff, including the development of asthma and other breathing complications as well as various skin irritations.

The beauty market is shifting away from the chemical golden years to products that are pure, green and organic. I launched Pure

& Green Organics in August 2009 to meet this demand.

I would advise anyone wanting to enter this market to do it honestly. Many major companies are making misleading claims in terms of product ingredients and certifications.

What people are unaware of is that not all certification bodies are created equal and as there are now so many certifying bodies in the world, the rules about what constitutes an organic or a natural product vary wildly.

For example, some count floral water as an organic ingredient. Which means simply because a product is made up of mostly water, despite the fact that it could host a range of other synthetic ingredients, it is certified organic or natural.

So, if you are going to launch a new product in this increasingly competitive market, do it honestly. Today's consumer does care about the environment, they are health-conscious and they are becoming increasingly savvy. Time will weed out chemical imposters and the truly pure, green and organic skin-care brands will beat the clock.