

New Cosmecs to Rival Out Aesthetic Pro



cosmeceuticals Seek outcomes of aesthetic procedures

By Michael Moretti, Editor

As an increasing number of medical-grade cosmeceuticals gain acceptance in the marketplace, patients can rightly expect more efficacious outcomes as opposed to results from over-the-counter or cosmetic-grade cosmeceuticals. The goal of many of these newer medical-grade products is to rival the outcomes of mild, in-office aesthetic procedures.

“Medical-grade cosmeceuticals provide a higher and more effective concentration of active ingredients and should be part of a medical treatment program,” said Zein Obagi, M.D., founder of Obagi Medical Products, Inc. (Long Beach, Calif.). “On the other hand, cosmetic-grade products only have active ingredients in trace amounts. This is not sufficient to treat any medical condition.”

“Retinoic acid has been proven to be a very important agent for the cell to function properly, for skin rejuvenation, production of collagen and elastin, and improving skin texture and minimizing sun damage,” commented Dr. Obagi, a cosmetic surgeon and dermatologist in private practice in Beverly Hills, Calif. “The Obagi Nu-Derm System enhances the deliv-



Zein Obagi, M.D.



Nu-Derm by Obagi

ery of retinoic acid to the cells. Cells are able to respond in a more efficient way to transform skin.” Typically, the Obagi Nu-Derm System recommends application of retinoic acid, in a cream form, once a day at night time. Optimal effect is achieved in about five to six months. Afterwards, treatment can be reduced to two or three times a week.

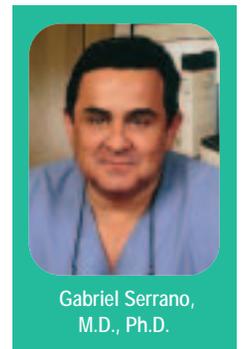
Exfoderm is another component of the Obagi Nu-Derm System that combines glycolic acid or phytic acid in a cream or lotion. “You have both stronger and gentler exfoliants,” Dr. Obagi noted. “Because the pH is low, these agents can reach deep into the skin and enable the epidermis to renew itself and exfoliate sun damage or the damaged cells.” Treatment is once a day

in the morning. “Usually within four months, the epidermis will be completely renewed and the skin will appear much smoother and cleaner with tighter pores and much softer texture,” Dr. Obagi said. Maintenance is recommended two to three times a week.

Clear is an essential component of the Obagi Nu-Derm System that contains 4% hydroquinone to reduce skin pigmentation. “Clear is three times more effective than other similar compounds because of our enhanced delivery system to the cells,” Dr. Obagi said. Obagi Nu-Derm Clear is applied twice a day. “Once the color tone of the skin is stabilized, most patients can stop using it. But if they have a hormonal or other special condition, they may need to continue night time use or apply three times a week, as needed.”

FillDerma from SeSDerma USA Inc. (Atlanta, Ga.), is the first cosmetic, non-injectable skin filler, according to Gabriel Serrano, M.D., Ph.D., a professor of dermatology at General Hospital in Valencia, Spain. The patent pending product is used to fill facial wrinkles and folds. The two part treatment system consists of an oil and an activator gel. The oil contains microspheres that penetrate the skin and capture water. “Microspheres initially dehydrated become hydrated,” Dr. Serrano explained. “Hydration will fill the epidermal tissue in about ten minutes.” The activator gel is then applied immediately. “The gel is made up of ingredients to regenerate dermal and hypodermal tissue,” Dr. Serrano said. Treatment is recommended twice a day.

“You can see immediate results within a few minutes of completing both components of treatment,” Dr. Serrano said. “However, optimal results are achieved at 40



Gabriel Serrano, M.D., Ph.D.



FillDerma by SeSDERMA

to 60 days. Afterwards, treatment can be reduced to once daily, then three months later, perhaps only once or twice a week." FillDerma comes in two concentrations: a high concentration administered by professionals at the beginning of therapy and a lower concentration without prescription for home use. "Both concentrations are equally effective, but the professional concentration produces results more quickly," Dr. Serrano said. "Physicians might also perform microdermabrasion or a chemical peel beforehand, thus enhancing the penetration of the oil."

Derma MD is a comprehensive skincare program from MS Skintech Inc. (Phoenix, Ariz.) consisting of creams and gels. "Until I was introduced to these products, I never felt

comfortable bringing in one entire line," said Dianne Quibell, M.D., an internal medicine and preventative medicine/wellness specialist in Wellesley Hills, Mass. "These products contain very high-grade ingredients and a large percentage of active ingredients. The newest trend seems to be using anti-inflammatory ingredients. We know that the skin, in part, breaks down just with photoaging and time on earth. At the level of the dermis, we see a loss of collagen. It is rare I come across a product that I really think helps stimulate collagen."

Astaxanthin Tri-Complex is both a common ingredient of many Skintech products and the name of a product. "This ingredient has anti-inflammatory properties, as well as properties that help stimulate fibroblast to build up dermal collagen," Dr. Quibell explained. "Astaxanthin Tri-Complex is a lipophilic, which means it is attracted to fat. Therefore, the product is totally absorbed and penetrates deeper into the skin. Products only work if they end up where they need to be."

MTXL (matrixl-3) is a product that contains polypeptides. "If you can deliver polypeptides to the dermis,



Astaxanthin by MS Skintech



Dianne Quibell, M.D.

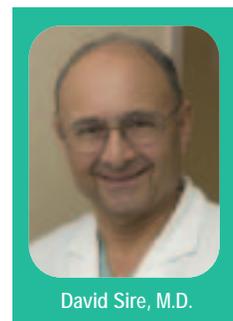
they provide both an antioxidant and anti-inflammatory effect," Dr. Quibell said. On the other hand, Lipoic Antioxidant (firming cream) is a product that "provides a nice smoothness to the surface of the skin and improves skin tone and texture."

Derma MD products are applied once or twice a day. "These products are ongoing for maintenance of procedures," Dr. Quibell said. "The Skintech product line is easy to use. I've had very little problems with patients. They have been extremely satisfied."

Benev Company, Inc. (Lake Forest, Calif.) has more than a dozen skincare products. "The company is a thought leader committed to developing quality products," said David Sire, M.D., director of the

Advanced Medical Center in Fullerton, Calif. For instance, 20% vitamin C Gel "gives us a significant higher percentage of vitamin C than most other products," Dr. Sire said. "The vehicle is excellent and the product penetrates well. We've had excellent results delivering vitamin C through the skin." The gel is applied once a day, usually in the evening. "One of the problems with vitamin C is that it oxidizes and sun can cause reaction," Dr. Sire pointed out. "Vitamin C Gel continues to provide antioxidant properties to the skin. It has been really great for not only rejuvenating the skin in our sun damaged patients, but very helpful for some erythematous kinds of processes like rosacea and seborrheic dermatitis. The product seems to help the skin lose a lot of the inflammatory reaction that is associated with those problems."

Benev also makes the moisturizer Squalene. "I really like it because it is a natural product. Squalene is a natural oil that the skin manufacturers in the stratum corneum to provide closure and sealing of the stratum



David Sire, M.D.



Vitamin C Gel by Benev

corneum,” Dr. Sire said. “Squalene is also very non-comedogenic. Because it is more of a lightweight moisturizer, Squalene is most useful for people who have a little oiliness in their skin, such as the acne-prone patient. Furthermore, Squalene mixes well with other products like retinoids, topical antioxidants and sometimes even azelaic acid.” The typical patient applies Squalene twice a day, ongoing.



Squalene
by Benev

“I believe that cosmeceuticals, in general, have been able to actually influence the reduction of sun damage,” Dr. Sire said. “I think the anti-cancer and anti-aging properties of cosmeceuticals hold the most potential. We are able to advance our understanding of how collagen is made and how we can actually stimulate the skin to fight off a lot of previous damage caused by ultraviolet light and the environment.”

ExCel Cosmeceutical, Inc. (Bloomfield Hills, Mich.) offers both office and home skincare products. The AFA (amino fruit acid) system has amino fruit acids in varying strengths and bases. Gels are available in three consumer strengths (5%, 10%, 15%) and professional strengths for peels performed in the office. “The peels are performed either with or without the Clay Masque portion of the product, and can be adjusted to varying skin types and sensitivities, depending on the strength of the product and the time left on the skin,” said Joel Schlessinger M.D., a dermatologist in private practice in Omaha, Neb.



AFA System by ExCel

The at-home acne product, exZit, “is very popular with teenagers. It complements the more mature skin product line to provide solutions for all skin types and ages,” Dr. Schlessinger said. “Patients apply exZit at night. They also tend to use a cleanser, moisturizer and toner.”

Most ExCel products are used twice daily. “However, many patients love the feel of the toner or moisturizer and tend to use them during the day or at times of extreme dryness,” Dr. Schlessinger conveyed.

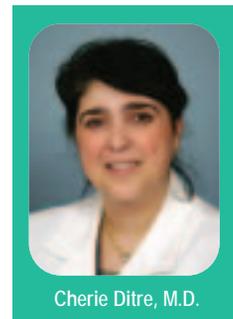
“Our Accutane patients especially love the ExCel toner product and Barrier Moisturizer for their lips while on this extremely drying medication.”

Dr. Schlessinger noted that his patients find ExCel products “a sophisticated method of treatment for their skin. Additionally, the products work on a variety of skin types and conditions, including rosacea, acne, seborrheic dermatitis and folliculitis. Due to extensive testing among many ethnic skin types, these products have found wide acceptance in both suburban and urban practices. They are also distributed worldwide, including Japan, Brazil and Israel. Patients find that the AFAs consistently and reliably help to improve their skin without harsh side effects. The benefits of these products in association with clay peels are extraordinary, with uses on the face, hands and neck.”



Joel Schlessinger, M.D.

Green tea is a signature ingredient of products from Topix Pharmaceuticals, Inc. (North Amityville, N.Y.). “Green tea is an antioxidant that has been shown in animal models to decrease the production of skin tumors,” said Cherie Ditre, M.D., an assistant professor of dermatology at the University of Pennsylvania in Philadelphia. Replenix is a topically applied green tea product that comes in a serum and a cream. “The serum is for oily skinned individuals, while the cream is for people with dry or normal skin,” Dr. Ditre said. Replenix is applied twice



Cherie Ditre, M.D.

daily and should be used with sunscreen. "One clinical study found that there was a decrease in erythema in human skin, when exposed to ultraviolet rays," Dr. Ditre said." A second version of Replenix includes caffeine. "Animal studies have shown that caffeine can cause a selective apoptosis of abnormal skin cells or tumor cells, thereby preventing skin cancer in ultraviolet radiated life," Dr. Ditre noted.

Solvere is an acne treatment kit from Topix that contains a cleanser, toner pad, benzyl peroxide gel and moisturizer. The four step program contains glycolic and salicylic acid, as well as zinc and green tea. "Both glycolic and salicylic acid are exfoliants that have been shown to be lipophilic," said Dr. Ditre, director of The Skin Enhancement Center and Cosmetic Dermatology at Penn Medicine at Radnor. Solvere is a daily regimen. "It is quite successful. After six to eight weeks, patients see a reduction in comedonal and papular acne, and in some cases pustular acne."

Solvere is complementary to retinoic acid or tretinoin. "The moisturizer contains green tea, which has been shown to have some anti-inflammatory action," Dr. Ditre said.

"Cosmeceuticals are becoming bigger and better," Dr. Ditre said. "We are seeing an explosion of research because people are not satisfied with the current regimens for skincare. They prefer topical agents rather than oral medications. Topix will soon introduce an entire product line of retinols with green tea to mitigate the irritancy of retinoids. A 1% retinol will equal a 0.1% retinoic acid."

Green tea is also a major ingredient of products from DermaMed USA, Inc. (Lenni, Pa.). Retinyl treatment with green tea "is a lime and cranberry enzyme that is



Replenix by Topix



Solvere by Topix

gel-based," explained Beth Robinson, skincare director for DermaMed USA. "This product is also the retinyl ester version of vitamin A. It is extremely effective. The result is a gentle exfoliation, with lift and tightening at the same time." Retinyl treatment is recommended twice a week as a special care item.



C-difference by DermaMed

C-difference is an emulsion with a high percentage of hyaluronic acid. "It uses an ester form of vitamin C and beta-glycosamine. Overall, there is a huge amount of moisture in this product with pharmaceutical elements," Ms. Robinson said. C-difference can be used morning and night around the eyes, neck and throat. "This product can be used as a layer or as sole hydration," Ms. Robinson stated. "Patients can expect brighter, firmer and extremely hydrated skin. It is great for highly sensitive skin and post-surgical applications."

Eye-radiance K'reme with grape seed extract has a number of active ingredients, including arbutin, vitamin K, arnica, red wine extract, grape seed and titanium dioxide. "This daily eye treatment attacks dark circles in three ways," Ms. Robinson explained. "The elasticity of the blood vessels is helped, the causes of the pigment itself are addressed, and dark pigmentary deposits are lightened."

Some patients use all three of these DermaMed products together. "The C-difference and the eye-radiance cream can be used on a daily basis underneath make-up," Ms. Robinson said. "This provides protection, firming, antioxidants and lightening of pigment. The retinyl treatment is used in the evening. Most people apply it two to three times a week. The three products are a very popular combination, especially for someone who has undergone a mild in-office procedure and wants to maximize the effect."



Retinyl treatment with green tea by DermaMed



Eye-radiance K'reme by DermaMed

Neova Therapy Crème De La Copper from ProCyte Corporation (Redmond, Wash.) nourishes skin with an innovative combination of GHK Copper Peptide Complex technology, marine minerals and bioflavonoids. “The GHK copper peptide truly stimulates collagen and promotes elastin production,” said Barbara Schell, M.D., a cosmetic surgeon and dermatologist in private practice in Seattle, Wash. “Copper also provides a potent antioxidant defense against free radicals.” The intense moisturizing formulation provides immediate relief to dry, aging skin while improving skin texture and appearance. Scientific studies indicate that copper is important in the production of glycosaminoglycans (the cement that bonds tissue components together) and that copper-dependent enzymes increase the benefits of natural tissue building processes.



Neova Therapy Crème De La Copper by ProCyte

Crème De La Copper is typically applied twice a day. “Alone, patients can expect to see less fine lines and wrinkles, as well as overall healthier, plumper and well hydrated skin,” said Dr. Schell, owner of Ageless, the first medical spa in Seattle. “When used in conjunction with other anti-aging creams and procedures, results are enhanced.” Dr. Schell noted that advocating cosmeceuticals “protects a patient’s investment in a procedure. I definitely believe that cosmeceuticals can mimic the effect of in-office procedures, or even better. The new cosmeceuticals are simply amazing. I can make significant changes with a good skincare regimen alone. This includes color, wrinkles, texture and pore size.”



Barbara Schell, M.D.

According to Dr. Schell, consumer education is key. “The public is unaware how much improvement they can achieve in their skin by using cosmeceuticals alone. I spend a lot of time in my practice educating my clients about the benefits of doctor strength products. Women

spend billions of dollars a year on creams and lotions. We’re all looking for that miracle in a jar. So many women have half empty jars in their bathroom cabinets because a product didn’t work. Therefore, it is a challenge to convince clients to try a new product.”

Sheldon Pinnell, M.D., a professor of dermatology at Duke University Medical Center, is the inventor behind C+E from SkinCeuticals (Garland, Texas). “This is a combination of vitamin C and vitamin E to be used topically. We developed the science. This is a state-of-the-art product in topical antioxidants. It gives you four-fold protection against sunlight. This contrasts with three to four fold protection with sunscreen.”



C+E by SkinCeuticals

C+E is applied once a day (six to ten drops on the face) to unwashed skin. “The beauty of this product is that once it is put on, it goes into the skin. You can’t rub or wash it off. This is different from a sunscreen where you need to reapply it after taking a shower, for example,” said Dr. Pinnell, a consultant to SkinCeuticals. The company also has a sunblock called Daily Sun Defense. “The main ingredient is zinc oxide, in a microfine form, which is submicroscopic. When put on skin, this sunblock is basically transparent or invisible. Daily Sun Defense offers several advantages over most other sunscreen products. The spectrum of protection is as great as any sunscreen product on the market. And even though the particles in Daily Sun Defense are extremely small, they are still too big to get into skin, whereas organic sunscreen products can get in the skin and cause harm. So I like Daily Sun Defense for the safety factor. You can apply it to babies and children without any concern at all.”



Daily Sun Defense by SkinCeuticals

Dr. Pinnell favors Daily Sun Defense with SPF 20 because it is highly cosmetically elegant. Furthermore, the combination of Daily Sun Defense and C+E “provides people with the best sun protection that I know how to deliver. The two product lines are complimentary to one another.”

Soothing Beyond Measure is a rapid recovery cream with vitamin K from Prescribed Solutions (New York City). “This cream works really well with aesthetic procedures. Patients are able to tolerate in-office procedures much better,” said Aurelian Lis, chief operating officer for the company. Soothing Beyond Measure offers protection against both bruising and inflammation. “It can be used after microdermabrasion for inflammation, and before and after fat transfer or liposuction where bruising is likely to occur,” Mr. Lis said. Patients normally begin applying a small amount of the cream about one week before a procedure, once a day to areas prone to bruising. The cream is applied anywhere from hours to one full week post-procedure.



Soothing Beyond Measure
by Prescribed Solutions

Radical Results is an antioxidant serum containing vitamin C and vitamin E. “This is an extremely potent antioxidant serum that addresses free radicals and slows down aging,” Mr. Lis noted. “The vitamin C found in Radical Results is a very unique form called STAY-C 50, which was developed by Roche Vitamins. STAY-C 50 is a very stabilized form of vitamin C. Although vitamin C is an extremely

“This cream works really well with aesthetic procedures. Patients are able to tolerate in-office procedures much better.”

potent antioxidant, it doesn’t oxidize in the bottle. It oxidizes on the skin. STAY-C 50 bioconverts to ascorbic acid on the skin, with the enzymes on the skin.”

“A physician can individualize Radical Results for different skin types. We have nine different ways the product can be adapted,” Mr. Lis said. “For example, it can be made more hydrating or have more acne control.” The serum is generally used once a day on clean skin. “Radical Results soaks up very quickly,” Mr. Lis

said. “Afterwards, we recommend applying a moisturizer with an SPF 30.”

PH Advantage is a line of skincare products from Total SkinCare (Costa Mesa, Calif.) developed by Barry Cohen, M.D., a plastic surgeon in private practice in Rockville, Md. The 26 products encompass treatments for acne and basic skincare (fine lines and wrinkles). There are also boosters (adjuvants to the basic regimens). “Very few ingredients have actually been proven to work to improve the amount of collagen and elastin in skin,” Dr. Cohen stated. “These are Retin-A, which is prescriptive; glycolic acids, which are the foundation for most skincare products; and hydroquinones that bleach pigmentation irregularities. In addition, spin traps are antioxidants and vitamins that impact free radicals which impair skin health.”

Regarding glycolic acid, the two important variables are concentration (percent) and pH. “The ideal pH is around three for delivery to the skin,” Dr. Cohen

“Very few ingredients have actually been proven to work to improve the amount of collagen and elastin in skin.”

said. Likewise, “the higher the concentration, the more efficacious. How much burn the patient ends up with is related to concentration and pH. Most of the products currently available are either at a high concentration but are buffered to a more neutral pH, or they have very low concentration so they aren’t very effective.”

According to Dr. Cohen, Total SkinCare is the first company to print on its labels both the pH and concentration. “We have a pH that is near three and a relatively high concentrations or bioavailability of the active ingredients. Most of our active ingredients are glycolics.”

Total SkinCare has formulated hydroquinones in a type of solution that achieves maximum efficacy for over-the-counter sales. “The maximum allowable concentration is 2%. Above that, it becomes prescription,” Dr. Cohen said. “Heretofore, most products like PH Advantage were only available through doctors, even

though there were no medical or legal reasons to prevent over-the-counter sales. We are taking products from the doctor's office to the educated consumer over-the-counter. The trend is toward more efficacious products with more information delivery and less fluff, if you will, in the stores. We are hoping to lead this trend."

Total SkinCare is rolling out PH Advantage at three high-end retailers: Sephora, Macy's and Nordstrom. "A basic skincare regimen is important for everyone, but you need to get beyond the hype," Dr. Cohen said.

YQ Stratum is a biotransformed anti-aging factor from Dermatologic Cosmetic Laboratories (East Haven, Conn.) that is applied twice a day and contains over a dozen ingredients. "We teamed up with a nutritional company to develop YQ Stratum," said Scott Whittier, senior director of scientific marketing and laboratory operations for DCL. "That company had developed a special yeast extract cultured inside a broth containing various nutrients that are not only beneficial for internal use, but are also very beneficial for the skin. This yeast extract is very capable of incorporating into its cellular structure nutritional components. Ingredients include polyphenols, beta glucan, glutathiones, isoflavones and flavanoids. All of these ingredients have various beneficial effects on cellular formation, cellular respiration and metabolism. These ingredients provide antioxidant protection and help to restore and refurbish elastin and collagen production. Many of these ingredients are also very beneficial from an inflammation standpoint and many have the ability to stimulate the immune system of the skin. Furthermore, these ingredients increase collagen density, thus promoting fibrin strengthening of the skin."

A 30 day clinical trial of YQ Stratum found about a 60% improvement in skin texture, clarity, smoothness and overall appearance after only seven days of daily use. "Compared against placebo, YQ Stratum had approximately 63% overall satisfaction," Mr. Whittier related. "There was improvement in dryness and elasticity of the skin, as well as a reduction in the appearance of fine lines and wrinkles after only 30 days of use." ■

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