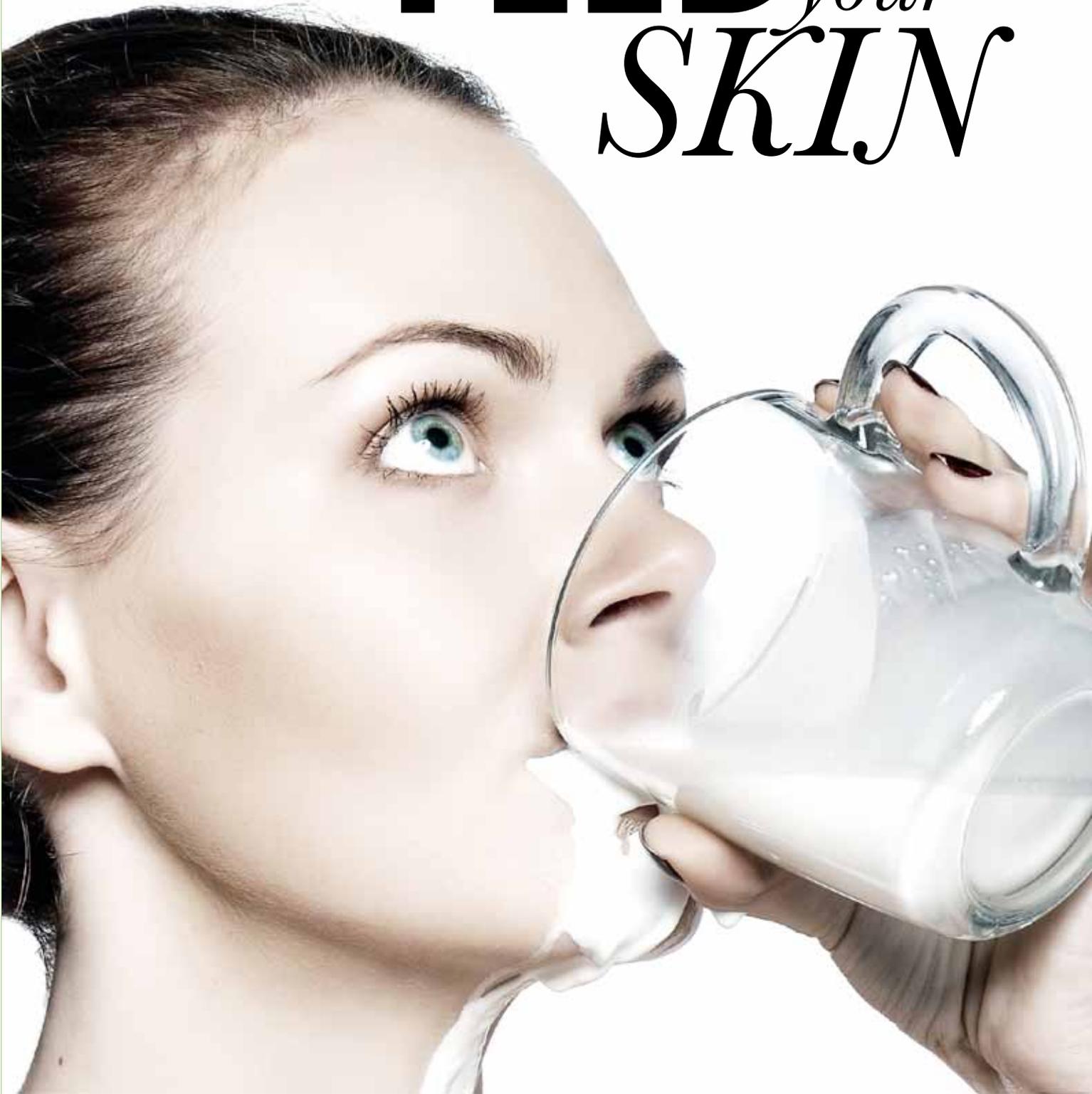


beauty buzz

FEED *your* SKIN



With the growing trend towards natural, simple, nutritious and healthy food, it makes sense that cosmetic products should go the same way.

by ELSA KRUGER

VITAMIN A IN CARROTS is good for the eyesight. Vitamin C in oranges chases the flu away. Vitamin B and amino acids in meat and fish make hair and nails grow. Calcium in milk is good for your teeth, and your bones need vitamin D to be strong. Right? Absolutely.

But there is more. Not only are vitamins and minerals the building blocks of a healthy body, they also offer myriad skin benefits in surface applications.

Vitamins and minerals are some of the most active and effective ingredients in cosmetic formulas, and ongoing research is unearthing new benefits of feeding your face the right nutrients – literally.

ABC: KNOW YOUR SKIN VITAMINS

VITAMIN A:

What it does: Known as the ultimate youth vitamin, vitamin A enhances skin cell turnover, with huge anti-aging skin cell renewal benefits. It evens out skin tone, diminishes fine lines and enhances skin elasticity. Retinol is a vitamin A derivative that is seen as the gold standard in anti-aging ingredients. "Retinoids are really the only thing that you can put on your skin that can repair sun damage and give you smoother, less wrinkled skin," say Drs Mehmet Oz and Michael Roizen in their book *You Being Beautiful*.

What the label says: Retinol, retinyl acetate, retinyl propionate, retinyl palmitate, retinaldehyde, retinyl propionate.

Find it in: **Babor Complex C Cream**, which contains vitamin A, C and E encapsulated in multi-vitaspheres, enabling it to distribute vitamins to different layers of the skin, where they are gradually released; **Nimue The Alpha Lipoic Booster Serum** with alpha lipoic acid, DMAE, vitamin A ester, vitamin C ester, vitamin E ester, geranium and lavender oil, a cocktail which neutralises the destructive effects of free-radical damage at a cellular level; **Beauté Pacifique Crème Metamorphique**, which provides the skin with two forms of vitamin A to rebuild the collagen fibre structures; **Dermologica's new MultiVitamin Power Serum** with a potent, skin-friendly form of vitamin A called hydroxypinacolone retinoate (HPR), a retinoid ester which intercepts the earliest signs of aging, including photo-damage.

VITAMIN B:

What it does: The B vitamins group (B1, B3, B5, B6, B12) increases the energy levels of the skin, improving circulation and enhancing normal skin functioning, stimulating cell growth and tissue regeneration. It aids in the formation of collagen, regulates the skin's oil balance, decreases outbreaks and blemishes, and treats dermatitis and dry skin.

What the label says: Biotin, niacin, nicotinamide, PABA, pantothenic acid, panthenol.

Find it in: **Sensual Solutions Advanced Sun Screen SPF30**, which contains ABC Advanced Brazilian Complex with vitamins A, C, E and pro-vitamin B5 to protect, moisturise and soothe skin; the **Simple Kind To Skin** range, packed with skin-loving nutrients and vital vitamins.

TIP:
VITAMIN A TENDS TO MAKE SKIN SENSITIVE TO SUNBURN. USE IT AT NIGHT FOR THE BEST EFFECT.



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VITAMIN C:

What it is: Vitamin C, derived largely from citrus fruits and also known as L-ascorbic acid, is an essential component in the formation of healthy collagen and elastin, strengthening the skin structure, and reducing the appearance of lines and wrinkles. It brightens and lends radiance to skin, revives dull skin, heals scar tissue and bruises, stimulates collagen production, protects against UVA/UVB rays, prevents photo-aging and photo-damage, and boosts cell immunity.

What the label says: L-ascorbic acid, magnesium ascorbyl phosphate (MAP, a vitamin C ester), ascorbyl palmitate, folic acid, phosphate.

Find it in: **Bobbi Brown Extra Bright Skincare with Super Citrus Complex; SkinMedica Vitamin C + E Complex**, containing high concentrations of the right form of antioxidant vitamins C and E; **Shiseido Pigmentation Specialists Skin Eventone Corrective Intensive Anti-spot serum**, containing multi-target vitamin C, a derivative that has an immediate penetrating effect; **SkinCeuticals C E Ferulic**, delivering advanced protection against photo-aging by neutralising free radicals, boosting collagen synthesis and providing antioxidant protection; **Nimue The Multi Rejuvenating Serum**, containing vitamin C – L-ascorbic acid lending potent rejuvenating and antioxidant protection, and aiding pigment inhibition; **Ofra Cosmetics Advanced Vitamin C Cream**, effective in reducing pigmentation; **Smashbox Camera Ready Dark Spot Correcting CC Cream SPF30**, using vitamin C to fade dark spots; **Dermaquest C-Lipoic Cleanser**, containing a powerful oil-soluble form of vitamin C; **Perricone MD Vit C Ester Eye Serum**, brightening dark circles and discolourations, and improving skin firmness.

VITAMIN E:

What it does: This powerful natural antioxidant helps to protect the skin's DNA and other cell structures from free-radical damage, while improving the moisture levels in the skin by maintaining the lipid-based cell membrane. It fights and repairs free-radical damage, heals inflammation and skin irritation, reduces scar formation and treats scar tissue, improves skin tone, enhances moisture retention, and protects skin from photo-aging. Vitamin E needs vitamin C like Laurel needs Hardy – they work in concert.

What the label says: Tocopheryl linoleate, tocopheryl acetate, alpha tocopherol.

Find it in: **PRIORI Advanced AHA Skin Renewal Cream**, incorporating a blend of essential vitamin antioxidants, vitamin E, vitamin C, vitamin A and pro-vitamin A, in a self-stabilising, time-released liposomal delivery system that delivers optimal anti-aging results; **Mesoestetic's Energy C complex**, a concentrated serum with an in-depth revitalising and antioxidant effect, reinforcing the cell wall, effectively smoothing expression lines; **Mesoestetic Stem Cell Serum**, containing vitamins A and E, which have intensive antioxidant, moisturising and regenerating properties.

ACE IT!

**A+C+E = YOUNGER,
RADIANT, FLAWLESS,
FIRMER SKIN**

The combination of vitamin C and E as antioxidants, with vitamin A as a cellular renewal agent, is a popular anti-aging formula with many cosmetic brands. This trio packs a serious punch.

Find it in: Local brand **Placecol's Beauplex VH**, a balanced multivitamin complex that strengthens and boosts the energy levels of skin cells, improving the skin's metabolism and cell regeneration rate; **Doctor Babor Derma Cellular Detoxifying Vitamin Cream SPF15**, containing a high concentration of vitamins C, A and E to boost defence against UV radiation and air pollution.

VITAMIN F:

What it does: Vitamin F helps to maintain the barrier function of the skin, moisturises skin and treats acne.

What the label says: Lineolic acid.

Find it in: **Dermologica MultiVitamin Power Serum**, an antioxidant-rich formula which features vitamins A, C, E and F to enhance cell turnover, reduce hyperpigmentation and ensure a smoother surface appearance.

VITAMIN K:

What it does: Vitamin K helps to reduce dark circles under eyes, reduces bruising and strengthens broken capillaries.

What the label says: Vitamin K.
Find it in: **Danne Montague King Eye Tone**.

VITAMIN D:

What it does: Vitamin D encourages tissue development; treats eczema, dry skin and psoriasis; hydrates and nourishes skin.

What the label says: Ergocalciferol.
Find it in: **Beauté Pacifique D Force Day Cream**, exceptionally rich in vitamin D as well as vitamin A esters to combat the signs of aging and vitamin D deficiency. It also contains vitamin E to protect the skin against free radicals, and squalane to maintain high moisture levels in the skin.

VITAMIN H:

What it does: It makes lashes and brows grow longer and thicker, and prolongs the life of the delicate lash hair fibres.

What the label says: Biotin.
Find it in: **Sisley Intense Mascara**, due in South Africa in May.

MIGHTY MINERALS

Minerals are essential to skin health, activating specific roles in the skin, mainly in cell metabolism. Making up 4%-5% of the human body, they are found both in the fluid between the cells and the fluid inside the cells. With age, mineral levels decline due to stress, malnutrition, sun exposure and environmental pollution. External sources are needed to replenish the loss.

Topical application of minerals aids in moisturisation, protection of skin tonus, reducing wrinkle depth and skin rejuvenation.

The fascinating thing about topical mineral formulations, according to AHAVA Dead Sea Minerals, is that they do not penetrate the dermis, but rather “teach” the skin cells how to function in an optimised manner, sending “signals” or essential information through ion bonding. Minerals are, in fact, intercellular messengers that transmit information to skin cells, providing data that leads to cell regeneration, increased water capacity, prevention of infections and distribution of oxygen.

Skincare products tend to combine a number of minerals in their formulations. The most important are:

Magnesium (Mg): Accelerates cell metabolism by supporting enzyme activity. It affects the flexibility of collagen fibres in the dermal tissue, promoting firm and luminous skin.

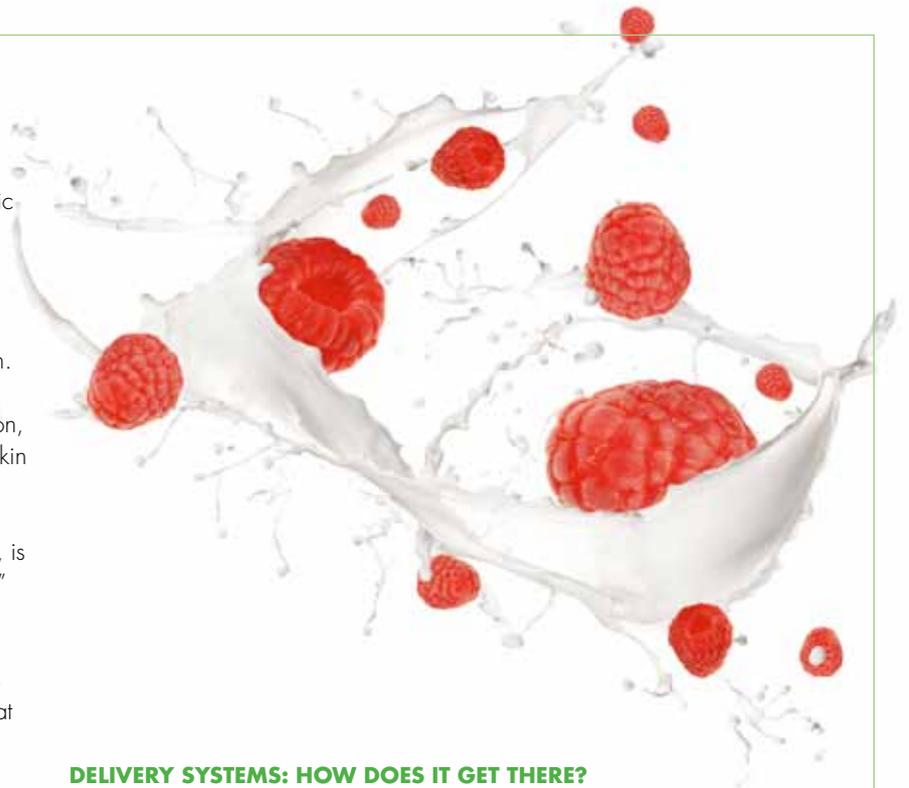
Calcium (Ca): Plays a pivotal role in protecting skin tissue, and strengthens cell membranes.

Sodium (Na): Protects pressure inside cells and prevents cell shrinking, resulting in an anti-wrinkle effect.

Potassium (K): Helps to create cell energy.

Other important minerals are: Zinc (Zn), iron (Fe), sulphur (S) and strontium (Sr).

Find it in: **Physicians Formula Skincare**, containing the following: fat, protein, carbohydrates and vitamins E, C, B12, B6, B3, B, A and minerals Zn (zinc), F (fluorine), Cr (chromium), Co (cobalt), Mn (manganese), I (iodine), Na (sodium), Fe (iron), P (phosphorus), Mg (magnesium), K (potassium), Ca (calcium), derived from laminaria digitata, a large leafy brown algae that grows along cold climate coastlines; **AHAVA Essential Reviving Serum**, containing natural Dead Sea water rich in magnesium, calcium, sodium and potassium, a combination that resembles the skin’s natural water, therefore plumping skin and diminishing wrinkles.



DELIVERY SYSTEMS: HOW DOES IT GET THERE?

Limited penetration of good-for-your-skin vitamins and nutrients has been overcome by some high-tech delivery systems, particularly the latest sophisticated nano technology.

Vitamins need to be delivered to deeper layers of the skin to show results on the cause of skin concerns, not just the symptoms. Minerals do all their good work on the surface of the skin, not needing to penetrate to deeper dermal layers.

The molecular structure of most raw ingredients is too large to penetrate the first few dead skin cell layers, meaning that most products with antioxidants (vitamins C and E) will show only superficial benefits.

Sophisticated delivery systems with increased permeability ensure that active ingredients reach target tissue in a stable and active form. They enable the delivery of more stable actives, and the placement of an increased dosage of vitamins deeper into the skin, where they can do the most good. These systems enclose active ingredients in penetration vehicles such as liposomes, nano technology (nanosomes, nanospheres, nano emulsions), and derma-rolling or needling.

Shiseido has developed a delivery system to enhance the permeability of (usually unstable) vitamin C by enclosing vitamin C ethyl in a macro-molecular gel.

Dermologica Multi Vitamin Power Serum employs a liposomal preparation technique – encapsulation technology where the active ingredient is placed inside a liposome, which can penetrate to deeper skin layers.

Nimue The Multi Rejuvenating Serum Nano Emulsion promotes penetration and efficacy of active ingredients via nanospheres.

Another system that is extremely beneficial in optimising the effect of homecare products, especially active serums, involves needling with derma rollers. The stratum corneum is punctured with a small roller that has very short needles, in order to enhance the penetration of products. This homecare roller device method to ensure maximum penetration and optimal benefit is used by brands such as Filorga, Environ and Mesoestetic. ■

*FEED YOUR
FACE:
VITAMINS &
MINERALS*

AHAVA Essential
Reviving Serum

AHAVA

Shiseido Skin Eventone
Corrective Anti-spot
Serum

SkinMedica Vit C & E
Complex

Placecol Advanced
Multi Vitamin Soothing
& Energising Serum
(Vits B3, B5, B6, C
& E)

Ofra Cosmetics
Advanced Vitamin C
Cream

PRIORI
Advanced
AHA Skin
Renewal
Cream

OFRA
ADVANCED
VITAMIN C CREAM