

New Advances in Cosmeceutical Design and Marketing

Determined to defy the aging process and never grow old, consumers and physicians are driving sales of an endless array of topicals targeted at skin rejuvenation. The global market for professional skincare products was estimated at over \$6 billion in 2005, according to market research from Medical Insight, Inc. Women are by far the biggest users of cosmeceutical products. According to a study from The NPD Group, 89% of women use skincare products, more than any other beauty item. A survey conducted by Euromonitor showed that 51% of women said they would be willing to pay more for cosmeceuticals tailored to their specific needs. And consumers are increasingly seeking advice from a qualified professional whose recommendations are customized for their skin type and condition.

By Wendy Lewis, Contributing Editor

Acne in the Clear

An effective strategy among selective smaller niche brands has been to differentiate themselves in the marketplace by developing clinical data to support their claims.

The physician-only, customizable skincare line PRESCRIBEDsolutions (New York, N.Y.), has benefited from the results of a study released at the *American Academy of Dermatology* 2006 annual meeting demonstrating the efficacy of a vitamin C derivative in the treatment of acne.



PREVAGE® MD

PRESCRIBEDsolutions

In a 12 week open comparative study conducted by Hiroshi Ikeno, M.D., at the Ikeno Clinic in Tokyo, Japan, 60 patients were divided into equal groups to receive topical applications of 5.0% sodium l-ascorbyl-2-phosphate or adapalene 0.1% gel. The efficacy rate for the former group was statistically superior at 75%, vs. 64% for the latter group. “This study means that I can now use the **PRESCRIBEDsolutions** range more widely and give my patients, who have been using the protective and anti-aging skincare, an additional benefit of effective acne control,” says David Avram, M.D., a dermatologist in New York City.

Another noteworthy approach to acne care was launched by **Triax Pharmaceuticals** (Cranford, N.J.), a newly established dermatology company. They introduced a novel range of creams and gels under the brand name Tretin-X™ (tretinoin). Each package of Tretin-X contains one of four strengths of tretinoin cream or gel with the addition of two cosmetic products. This program is an efficacious topical acne system that is well tolerated by patients. Tretin-X cream is available in four strengths, 0.025%, 0.05%, 0.1% and the gel is sold in 0.01% and 0.025% strengths. An overall treatment regimen consists of a non-detergent gentle T3 Foaming Cleanser and T3 Soothing Moisturizer, a non-greasy formula that contains aloe vera, dipeptide-1 and bisabolol. The addition of a moisturizer reduces concomitant irritation often associated with prescription strength acne treatments.



Obagi Professional-C Serum

Opportunities for Greater Market Penetration

Leslie Baumann, M.D.
Clinical Professor of Dermatology
University of Miami
Miami, FL

“Companies that contribute to dermatologic research and consumer education are preferred by dermatologists because they show their commitment to the profession.”



The natural and organic categories offer considerable new opportunities for cosmeceutical skincare developers. Growing consumer awareness of chemicals in cosmetics and toiletries is driving demand, as potential health risks associated with chemicals in personal care products are highlighted in the media and by watchdog groups. Natural products are popular because they are made from plant extracts and natural ingredients and contain minimal levels of synthetic compounds.

Tapping into the growing home care market has also been identified as a way to expand anti-aging brands across a wide-range of sectors. **Actifirm®** Enzyme Cellular Peel (Actifirm, Lewisville, Texas) is an innovative and safe at-home peel treatment that provides accelerated exfoliation benefits. Actizyme®, a patented mushroom-derived enzyme, is the main active ingredient. This self-limiting system allows for precisely controlled exfoliation and helps reduce flaking, photosensitivity and transepidermal water loss that may be caused by more aggressive clinical treatments.

The clinical anti-aging skincare market has experienced an influx of products that are touted to contain the same ingredients, delivery systems and have efficacy equal to some of the most popular cosmeceutical brands. Copycat products that are heavily marketed direct to consumers on the internet, through infomercials and shopping channels continue to be a threat to brands dispensed exclusively in physician’s offices and medical clinics.

According to Leslie Baumann, M.D., clinical professor of dermatology, University of Miami, and author of the bestselling book, *The Skin Type Solution* (Bantum Books, 2006), “Building brands that consumers can trust and identify with is the key to long-term success. Companies that contribute to dermatologic research and consumer education are preferred by dermatologists because they show their commitment to the profession.” ■

Contacts:



About The Author

Wendy Lewis is president of Wendy Lewis & Co., Ltd., an international consultancy company specializing in aesthetic medicine and cosmeceuticals, based in New York and London, and a contributor to the Aesthetic Buyers Guide. www.wlbeauty.com, wlbeauty@aol.com.

- www.actifirm.com
- www.cutanix.com
- www.dclskincare.com
- www.dermavance.com
- www.drbaumann.net
- www.heliocare.com
- www.isclinical.com
- www.prevage.com
- www.seshaskin.com
- www.skinmedica.com
- www.triaxpharma.com