



# Obagi SMART COOL Skincare NO1 in the world

The skincare industry is constantly evolving. The in-office procedures and anti-aging ingredients everyone was buzzing about only a few years ago are now far more advanced than when they first hit the scene. Because technology and techniques are always improving, we turned to Dr Curran, one of the top industry insiders and asked him to give us details on the latest and greatest breakthroughs in skincare. From the best new lasers to the most noteworthy ingredient developments, keep reading to hear what he has to say about what's happening in skincare today!

"The trends for 2015" says Dr Curran, "definitely reflect my belief that the basis of all anti-ageing procedures start with the foundation of beautiful, healthy, radiant skin and that prescription skincare, like Obagi, unlike over the counter beauty products, deliver these ingredients to the skin in therapeutic concentrations to create real cellular transformation and noticeable change."

There are five anti-ageing all-stars, which are contained in the world number one prescription Obagi skincare systems, that pack a punch and these are the power players in the skincare market.

## The Cure-All RETINOL

**WHAT IT DOES** This is the number one wrinkle fighter that you should be using. This vitamin A derivative treats fine lines, wrinkles, sun spots, dullness, crepiness, sagging skin... you name it. Forms of retinol "are among the best anti-aging ingredients we have," says Dr Curran. And here's why:

**HOW IT WORKS** Retinoids work at a profound level by affecting gene expression and causing enhanced collagen production, skin smoothing, and evening out of pigmentation. "The data is clear," says Dr Curran, "people who regularly use retinoids simply age better than people who don't."

"Prescription formulas contain retinoic acid, the magic ingredient that fights visible aging; non-prescription alternatives need to be converted into retinoic acid by the skin at the cellular level. "In off-the-shelf formulas, the ingredient called retinol is the only derivative of vitamin A worth using."

## The Eraser HYDROQUINONE

**WHAT IT DOES** Evens out sunspots, blotches, and mottled skin. It is recognised as the most effective ingredient for bleaching skin, but is only available after consultation with a doctor.



**HOW IT WORKS** Hydroquinone fades hyper pigmentation by blocking the enzyme that triggers melanin production in the skin. A 4% formula can fade blotches fast and is often blended with a 0.5% retinoid for best effect.

## The Preventer SUNSCREEN

**WHAT IT DOES** Keeps skin from prematurely wrinkling, sagging and getting blotchy by protecting it from harmful UV rays, which destroy collagen and elastin fibers and damage DNA. "It's by far the best way to prevent aging of the skin," says Dr Curran.

**HOW IT WORKS** Sunscreen molecules, called UV filters, absorb or scatter UV light. The big breakthrough of this year is the new category of next-generation sunscreens, called hybrid sunscreens. For the first time, super-sophisticated SPF products are completely blending sun-care and skincare.

## The Radiance Makers ALPHA HYDROXY ACIDS

**WHAT THEY DO** Alpha hydroxy acids, such as glycolic acid, add radiance, smooth lines, help fade blotches and allow other anti-aging ingredients to penetrate faster and work more effectively.

**HOW THEY WORK** "Of all the ways to refresh skin, doctors love alpha hydroxy acids for their precision" says Dr Curran, "you smooth on a peel, and the acids easily break the bonds between the dead cells and skin."

## The Breakthrough TIME-RELEASED, ENCAPSULATED VITAMIN C

**WHAT IT DOES** Time-released, encapsulated vitamin C has had a huge breakthrough recently. Vitamin C has been available in skin creams for years, but until recently, the vast majority of formulas were either not effective, unstable or too irritating. Releasing the acid gradually prevents skin from reacting while the ingredients take effect.

**HOW THEY WORK** Vitamin C will prompt your skin's regeneration, act as a gentle exfoliator, and reduce the appearance of sunspots, boosting collagen production and brightening skin.

The real problem, however," says Dr Curran, "is this: for active ingredients to make a substantive difference, they have to be present in certain quantities, which are too high to be available without a prescription. Some companies have become experts at sailing just on the right side of the wind in this respect. They put as much as they legally can of the good stuff in. The good news is that this is the way the market is generally going. The future of skincare is not so much about discovering new wonder ingredients as using them to best effect. Prescription skincare, obviously, has to be dispensed by a doctor. But if you are really serious about changing the way your skin looks - eliminating uneven pigmentation, for example, or tackling adult acne - this is a great way to go."

In terms of non-invasive treatments," Dr Curran predicts, "2015 will be all about clever combination treatments, preventing damage and pre-empting laxity and ageing. We are living longer and most of us want to be active and look well for as long as possible. Start by protecting and rejuvenating skin early before damage starts to show."

"Studies have proven that non-invasive treatments such as Thermage, Intracel and Photorejuvenation, with pulsed light, have profound effects on producing collagen and keeping the skin fresh and elastic. What research is showing now is a much more important longer-term reduction in the need for surgery in those who have had small, regular, combination maintenance treatments over a number of years, such as Botox, Peels,

Laser, Radiofrequency and Dermal fillers."

Jennifer Aniston is a huge advocate of skin tightening procedures, such as Thermage, Ulthera and Intracel. Having these procedures two or three times a year has been her secret to maintaining her spectacular radiant glow.

**TOP TIP** Watch out for a super-facial called *Hydrafacial* in 2015. This is a medical grade facial that combines lymphatic drainage with deep cleansing and pore extraction, before saturating the skin with treatment serums and finishing with intensive infrared. This really is the ultimate facial experience delivering stunning results.