

## Anti aging: the search for immediate effects

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As human life expectancy is increasing around the globe, more and more women are concerned about the visible consequences of aging. At the same time, we live in an environment that puts a high focus on looking young and fulfilling a certain beauty ideal, so women start to worry about aging as early as their 20ies. This is reflected in the global growth of the anti-aging beauty market which is the fastest growing skin care segment.

However, a recent Procter & Gamble Facebook poll showed that in the US alone, 63MM women are unhappy with the performance of the facial skin care products they have purchased, and 23MM women say this is because products don't act fast enough. This means skin care formulators need to design products that give both long term anti-aging benefits AND immediately noticeable results, as otherwise satisfactory product compliance might not be achieved.

This presentation shares two examples of anti-aging skin care innovation which deliver immediate results, without compromising longer term benefits. The first example looks at improving the appearance of lines and wrinkles with an advanced light manipulation technology based on micro-fillers. Based on research into the optical signature of young skin, the proprietary combination of three different-sized particles fills the skin's valleys characterising fine lines and wrinkles, smoothing the appearance of skin in an instant.

The second example deals with the immediate improvement of skin tone and skin discolouration. While one could argue that make-up (foundation) could be an obvious solution for this problem, we share some of its drawbacks and introduce an alternative Complexion Corrector (CC) cream. Mineral pigments provide the immediate benefit, while a combination of Niacinamide and N-Acetyl Glucosamine delivers a long-term reduction in melanin production and hyperpigmentation.