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SKINCARE 2011  
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## Skincare 2011

From the burgeoning tween market to the rise in sonic cleansing products, the skincare industry continues to innovate and diversify in terms of active ingredients and approach – consider the growing power of beautyceuticals. Stylus charts the highlights of the past year in skincare.

### Tone: Radiance and Brightening

- A study by skincare brand RoC established **55% of women feel their skin lacks radiance**. Mark Tranter, beauty buyer at London department store Selfridges, confirms the findings in terms of retail, agreeing that skin brightening serums were the smash-hit product of 2011.

- “Radiance is a hugely important factor in the aim to capture the skincare market,” explains British skincare expert, Nichola Joss. “If your skin looks radiant it appears younger and brighter.”

- As the **FDA** (U.S The Food and Drug Administration) proposed joining the EU in its **ban of the skin brightening agent hydroquinone**, brands sought to create new brightening ranges without the controversial ingredient.

- New brightening ranges were introduced by **Ylume**, **Benefit** and **Tom Ford**, while new hero products included Clinique’s **Turnaround Overnight Radiance Moisturiser** and **Crème de la Mer’s The Radiant Serum**.



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## Teen and Tween Market

• As young girls proved their market worth with outstanding sales of teenage pop star **Justin Bieber's** debut scent, several skincare brands extended into the teen and tween markets.

• **Clarins** created the **Daily Energizer** range, **Elemis** launched **Fresh Skin**, **L'Occitane** launched **Angelica**, and **Aubrey Organics** launched **Amino Derm Gel Clear Skin Complex**.

• In the US, **Wal-Mart** welcomed **GeoGirl** – replacing Mary-Kate and Ashley – a natural skincare and make-up collection for 8 to 12-year-olds.



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## Future Technology

### New Skincare and Ingredients

- In March, **Solazyme** launched **Algenist** – the world's first skincare line to introduce the anti-ageing ingredient **alguronic acid** to the US (QVC and Sephora) and the UK (Space NK).

- According to Solazyme's research, alguronic acid outperformed a multitude of anti-ageing ingredients, including hyaluronic acid and retinol, **increasing cell regeneration by 55%, and elastic synthesis by 32%**. "It seems to be a far more hydrating and cell-stimulating product than hyaluronic acid," notes Joss.

- After the success of 2010's **apple stem cell** products, the ingredient continued to be big news in new anti-ageing formulas, with **Nora Bode's Intact System**, the **Oskia range**, **Emerge Labs' Swiss Apple Stem Cell Serum**, and **Optimum Apple Stem Cell Day Cream**.



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### Genetic technologies

- **Genetic technology** has dominated the skincare market for the past few years – this year launches included **AVON Anew Genics collection** - but in 2011, **bio-electricity** was the technological advance at the big skincare houses.

- **Crème de la Mer's The Radiant Serum** contains **positively and negatively charged particles** to deliver actives to the layers of the skin. **RoC's Sublime Energy** range combines **energised particles of zinc and copper** to generate thousands of **imperceptible electrical pulses, boosting cell turnover**.





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## Beauticeuticals

- The beauty supplement market grew this year. New to the UK, **Yilume**, **Sepai**, **Oskia** and **Visoanska** all combine **oral supplements** with topical products.
- At a lower price point, **Nurture and Protect** launched in July while **Unilever's Dove Spa** launched **Spa Strength Within** capsules at 44 spas in the UK, Spain and Canada.
- UK publication New Scientist conducted an independent study which showed that testers taking Dove Spa capsules found crow's feet wrinkles became between 10% to 30% shallower within 14 days.
- **Thalgo** has also launched a collagen **drink** called **Collagen Booster** to fight the breakdown of collagen in conjunction with its skincare range.



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## Skincare Treatments and Technologies

- According to a report from international market research firm Kline & Company, **the market for at-home devices for anti-ageing, acne and daily cleansing rose to nearly \$1 billion this year.**
- **Sonic cleansing products** like the **Clarisonic** were the highest grossing, while acne treatment devices are the fastest-growing segment. "The **techno beauty category** is the fastest-growing category at [luxury London department store] Harrods," says its head beauty buyer, Annalise Quest. "The demand for **high-tech gadgets** which can be used conveniently and regularly at home continues to increase. The ultimate goal is of course an alternative to invasive cosmetic surgery."
- The staggering success of the Clarisonic inspired a new deep-pore brush, along with the **Clarisonic Opal Sonic Infusion** – a new tool to massage the delicate area around the eye.
- Following on from her **Tua Viso** and **Tua Tre'nd** facial devices, British anti-ageing skincare expert Tina Richards launched the **Tua Spa**, using ultrasonic frequencies of up to 26,000 vibrations per second to deep cleanse.
- Panasonic launched the **Ultrasonic Beauty Device Handy Mist** (EH-SM30) – a hand-held spray tank of **Shiseido's AquaLabel Moisture Lotion** - and **Slendertone** launched a facial toning device with Irish milliner **Phillip Treacy**.
- Exclusive to Space NK, **Philips' RéAura** was developed with the makers of **Fraxel** laser technology to bring a professional laser treatment into the home environment for the first time.



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## Stylus Summary

**Radiance** was identified as a **key concern** for consumers, with a flurry of **brightening products** hitting the Western markets – often with Asian expansion in mind.

Other booms – and potentially lucrative categories in Asia – were seen in the **teen skincare sector** and **beauticeuticals**.

**Alguronic acid** was the biggest discovery of the year, with **stem cells** continuing to be used prominently in anti-ageing formulations.

There was a definite **emphasis on the skincare technology category**, with deep cleansing, toning and even laser devices offering alternatives to invasive surgery for an **'HD-ready'** complexion.

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