



Surprising **Ingredients** **for 2023** • Part 2

The latest innovations in skin care

By Cheryl Whitman

The research and innovation continue at an electrifying pace in today's skin and hair care industry. In our last edition, we talked about some of the surprising ingredients providing noteworthy results. In this article, we're going to look at more new and innovative ingredients that are having a huge impact on the industry. It's an exciting time to be practicing aesthetics!



Missed reading
**SURPRISING INGREDIENTS
FOR 2023: PART 1?**

Go to the article in our
December 2022 digital edition.



Bacopa monnieri is a perennial and creeping herb, also known as brahmi.

ELEVAI LABS

Last month, we reported that Elevai Labs had recently introduced their E-series with Elevai Exosome Technology, which is making waves in the industry. Their research and innovation continues. We asked Jordan Plews, M.D., CEO of Elevai Labs to tell us what he sees in the future. He explains, "...the trend I'm noticing is practitioners shifting from PRP over to human stem cell derived exosomes as the superior modality to support rapid healing and recovery for their patients. I expect this will continue as education and clinical studies supporting exosomes increases. Similarly, I expect we'll see a shift away from traditional growth factor topicals towards cell derived exosome-based topicals, which are the new gold standard for topical growth factor applications, pre- and post-procedure, and make sense as the go-to accompaniment to improve the results of many existing in-office procedures."

HAIR SMART

Improving results for patients is the driving force behind innovation. There is a growing body of research into natural ingredients. Often, these are used in combination with other ingredients. The trend toward using natural, plant-based ingredients combined with other therapeutics continues with very promising results. Hair Smart has developed a three-prong holistic solution to hair loss by combining light therapy, Ayurveda and nutrition.

Prena Khemka of Hair Smart explains how they have taken treatment options to the next level by applying the Ayurveda alternative medicinal system from India. "Ayurveda dives into the body's elemental composition and treats the root cause of all ailments. By adding Ayurvedic medicinal plants, such as Bhringraj (Kesharah or ruler of the hair), Brahmi, Amla (Indian Gooseberry) and Neem, Hair Smart products address the inflammation and excess heat in hair follicles created when the body's elemental composition is out of balance, preventing weakening of the hair roots which leads to hair thinning, premature greying and hair loss."

The third prong in Hair Smart's approach is to address nutritional deficiencies that have a direct impact on both hair structure and growth causing genetic hair loss. By using natural plant-based and clinically proven nutrients such as ginseng, onion, green tea, pumpkin seed extract and pygeum bark extract in combination with iron, protein, magnesium, zinc, biotin, amino acids, collagen and keratin, they provide a nourishing supplement for hair which is readily absorbed by the hair follicle.

GROWING HAIR IS A GROWING MARKET

According to The Insight Partners latest market study, "Hair Loss Prevention Products Market Forecast to 2028," the hair loss prevention products market size was valued at \$ 23,599.87 million in 2021 and is projected to reach \$31,524.52 million by 2028. It is expected to grow at a CAGR of 4.2% from 2021 to 2028. Don't miss out on this huge opportunity to grow your practice. Beautiful Forever Consultants are available to help you set up non-surgical, all natural, hair growth programs, some of which include stem cells and exosomes.

AYURVEDIC HERBS

Ancient Eastern Ayurvedic practices are fueling significant innovation in hair care today. Bhringraj, also known as Kesharaj, means "ruler of the hair." It's no surprise then that this herb is included at the top of Hair Smart's list to promote healthy hair! Rich in vitamins E and D, magnesium, calcium and iron, Bhringraj provides ample nourishment to hair follicles. Not only that, but research has also shown that the herb may be more effective than the drug minoxidil at fighting hair loss.

Scientifically known as *Eclipta Alba* and commonly in English as "false daisy," this Ayurvedic herb has been used in India for over 5,000 years to help balance and heal the body through nutrition. There is research to support the claim that bhringraj oil can promote hair growth and improve dandruff. Bhringraj also contains vitamin E, which is known to fight free radicals that can impede hair growth. Moreover, it has antimicrobial and antifungal properties that can help reduce dandruff. The oil has anti-inflammatory properties, which can help psoriasis or other skin irritations on the scalp, and it is also said to improve circulation to the scalp. Some report that bhringraj oil may slow or prevent the graying process. Other benefits of Bhringraj include relaxation and promotion of sleep. The antimicrobial properties of bhringraj may help treat UTIs, which are most commonly caused by bacterial infections. The juice from the leaves of the bhringraj plant are used as a liver detoxification tonic in Ayurvedic medicine, with some studies showing that the herb may help with liver cell generation.

Bhringraj oil is hydrating and can help quench dry skin and soothe inflamed skin. Bhringraj is an anti-inflammatory, so when applied topically to skin, it may help treat skin inflammation like psoriasis, dermatitis and some forms of acne. It also may treat headaches, as magnesium is known to prevent headaches and

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migraines and may improve Alzheimer's related memory loss. A different 2014 study found that when bhringraj (referred to in the study by its scientific name, *Eclipta alba*) was combined with ashwagandha (also an herb), it increased "mitochondrial activity" in the brains of rats that had Alzheimer's induced in their brains.

Brahmi has been used in India for over 3,000 years to rejuvenate the human brain and nerve cells by improving the body's nutritional state. It cleanses the body by removing toxins and helps nurture healthy skin and hair.

Scientifically known as *Bacopa Monnieri* and *Bocopa Monniera*, Brahmi is a wonderful treatment for skin and hair. It helps improve the skin's melanin pigment by removing toxins and renewing cells. This results in brighter skin and a glowing complexion. It helps treat acne, eczema, psoriasis, ulceration and abscess. It soothes skin, clears aggravations, helps heal wounds and minimize scars, all while cleansing, softening and protecting the skin.

For hair, it provides the necessary nourishment to the scalp, which improves hair growth and overall hair health. It strengthens hair follicles, reduces dryness, dandruff, itchiness, split ends and flaking. Its antioxidant properties rejuvenate the scalp and reduce hair loss while promoting hair regeneration and growth. Hair becomes thicker and more lustrous.

Amla or Indian Gooseberry also provides amazing benefits for hair. Amla is rich in phyto-nutrients, vitamins and minerals. These help increase blood circulation within the scalp and stimulate hair growth. The vitamin C

produces collagen protein, stimulating hair growth in terms of both length and volume. Amla nourishes, strengthens and conditions hair, making it shiny and adding volume. It also treats dandruff due to the anti-inflammatory and anti-bacterial properties of the Vitamin C it contains.

Amla cleanses and nourishes the scalp. It improves pigmentation and banishes hair odor by removing germs stuck to your hair. Amla helps reduce greying of hair, strengthens hair and brings out natural shine. It has twice the antioxidant power of acai and about 17 times more than pomegranate, which makes it a powerhouse ingredient. It also helps eliminate toxins from the body. Amla is rich in vitamin E, which thickens hair fibers, prevents frizzy hair by restoring its moisture and helps enhance your natural color. Amla can do wonders for your hair!

DERMASTART, INC.

At Dermastart, Inc., there's a focus on using a combination of natural and chemical compounds to fight aging and improve skin health. Their scientists continue to research and test the latest ingredients to ensure they are prepared to utilize the most futuristic data in the science of skin care rejuvenation. Cherie Dobbs, the founder and president of Dermastart, Inc., says, "I think there's going to be a big focus on controlling sensitivity and shutting down the cellular message to the nerve, which allows for better corrective results." Some of the innovative ingredients they're using include Acetyl Hexapeptide-8, which reprograms the skin cells to boost a youthful glow and rapidly repair wrinkles, Acetyl Tetrapeptide-2 and Citrus Unshui Peel Extract, which are used to help fight indoor pollutants that, due to COVID-19, are causing people to experience a different type of skin aging. Anhydroxylitol provides an anti-dehydration shield and Acetyl Hexapeptide-49 helps fight inflammation. The list of ingredients is extensive and the results are amazing.

AISA THERAPEUTICS

Another company using some of these same innovative ingredients is Aisa Therapeutics. They have introduced Revital, a unique product with an explosion of effectiveness and innovation, that reduces fine wrinkles, large pores and hyperpigmentation. It leaves the skin nourished, renewed, luminous and smooth and has a real lifting effect, thanks to its ingredient synergy. Annalisa Calisti, M.D., explains, "It is a sterile solution based on



Amla or Indian Gooseberry.



Bhringraj Indian Ayurvedic herbal medicine. Natural remedy for hair loss and premature graying.



hyaluronic acid, polydeoxyribonucleotide and argireline. Hyaluronic acid has a biostimulating action on fibroblasts and improves hydration, regulates melanocytes activity and promotes collagen synthesis and skin elasticity. Polydeoxyribonucleotide has been used in regenerative medicine for 30 years. It helps repair tissue, fights inflammation and is anti-ischemic. The result is immediate skin radiance and improved complexion. The Argireline is a peptide (Acetyl Hexapeptide-8), which fights the visible effects of aging by reducing fine wrinkles and lines on the face, neck and décolleté. The result is an amazing, glowing, but most of all, healthy skin.”

SKIN CARE EXPERT

Thao Duong, the Skin Care Expert, is a trusted and sought-after aesthetic trainer and skin care expert. She has applied her passion for biology, knowledge of skin care and love of creativity to develop a variety of highly effective skin care products. Revitalize Hydrating Mist is an excellent example of innovative ingredient use. It combines aloe barbadensis leaf juice, colloidal silver, copper gluconate, niacinamide vitamin B3 and Japanese green tea leaf extract to produce a refreshing, soothing and moisturizing skin treatment. The Aloe is a natural anti-inflammatory with proven healing properties. Colloidal silver is an anti-bacterial and anti-microbial that heals skin, leaving it smooth, calm and hydrated. Copper gluconate is a powerful antioxidant, which stimulates fibroblasts to produce collagen. Vitamin B3 helps repair cells, neutralize free radicals and protect skin. Green tea extract is both an anti-inflammatory and antioxidant, calming and repairing skin and strengthening the skin cell barrier.

FEMININE REJUVE

Another exciting area is feminine plant-based V ingredients. These ingredients target the skin microbiota. While understanding the skin microbiota is still in the early stages, it remains a focus in both cosmetics and dermatology. The development of skin care ingredients that promote innate immunity—an essential defense against pathogens—is gaining attention; especially with the rise in innate immunity



Japanese green tea.



Aloe barbadensis leaf juice.

dysfunctions and compromises. Therese Clark, the founder and CEO of Lady Suite, explains, “Ideally, skin care ingredients should be both anti-inflammatory and symbiotic. Some of these innovative ingredients include:

- Prebiotics like beta-d-glucans that feed good bacteria and stimulate wound repair
- Postbiotics isolated from the outer coating of a probiotic, which gently stimulate b-defensins
- Plant-based oils rich in ceramides and omegas like evening primrose, sacha inchi, tamanu, meadowfoam and seed oils
- Next generation lipo-oligopeptides that stimulate the production of growth factors

As research marches forward, you’ll see the term pro-microbiome more—meaning a product is utilizing ingredients that support and promote a healthy skin microbiome.”

IN SUMMARY

Innovation continues at a breakneck pace with new ingredients and amazing results being discovered on a daily basis. New developments in skin and hair care products offer unprecedented opportunities for aesthetic practices. Don’t miss your opportunity to be part of this highly profitable area of aesthetics. Get started growing your bottom line and helping your patient achieve better results today! [ME](#)



Cheryl Whitman is a celebrated author, speaker, and highly regarded national cosmetic marketing professional with more than 35 years in the aesthetic medical spa industry. A cosmetic anti-aging wellness “influencer,” she is one of the most sought after speakers in the industry—mentoring all size practices and laser centers.

Ms. Whitman is the founder and CEO of Beautiful Forever Consulting, where she leads a top-notch team of executive-level consultants and business professionals to assist providers and physicians expanding their existing practices and launching new profit centers.

Ms. Whitman is also the founder of Beautiful Forever University, which offers educational programs to medi spas and aesthetic practices. She is a member of the MedEsthetics Advisory Board and is a consultant for CareCredit Healthcare Financing.