

THE SPA & WELLNESS AUTHORITY

american spa

OCTOBER 2017



bohemian CHIC

THE NOW
(STUDIO CITY, CA)

www.americanspa.com



FERMENTATION NATION

As the Korean beauty craze continues to sweep the globe, spas and formulators alike look to fermented ingredients to augment their offerings. **BY MAYA STANTON**

FERMENTATION IS WELL ESTABLISHED AS A GUT-HEALTH SUPERPOWER, but it turns out that what's good for your insides is good for your outside, too. "Usually, we think of fermentation in connection to medicinal herbs and food, but now that fermented ingredients have entered the beauty mainstream, they're getting a lot more attention for their skincare benefits," says Janel Luu, founder and CEO of Le Mieux Cosmetics and PurErb. The metabolic process of converting sugars into acids, gases, or alcohols using yeast or bacteria, fermentation produces an array of bioavailable actives, and they're increasingly popping up in natural skincare, notes Sue Harmsworth, founder of ESPA, a company that has quietly utilized fermentation for well over a decade. Among the most common are fermented fruits, plants, herbs, and yeast, which are appearing in masks, serums, lotions, and more. An underrated player in the skincare arena, "fermented ingredients improve skin health, offering soothing, balancing benefits for all skin types while also preserving the integrity of the formula," says Barbara Close, founder and CEO of Naturopathica. According to Rhonda Allison, founder and CEO of Rhonda Allison Cosmeceuticals, they even increase the functionality of certain ingredients, enhancing the antioxidant and anti-inflammatory properties. Considering taking the plunge? Read on for the benefits and drawbacks to pickling your line. ●

FERMENTATION 411 So how does it work? "Fermentation is a natural, anaerobic process that breaks down organic compounds," says Peach & Lily founder and CEO Alicia Yoon. "These deconstructed compounds help create small molecules that can more easily be absorbed by the skin." For brands, that means more effective products. "The fermentation process allows us to retain far greater potency of the amino acids, nutrients, minerals, and other ingredients used in our formulas," says Steven Rosenfeld, president of Columbia SkinCare. According to Ashley Stowers, national educator for CellaClé Skincare, fermented ingredients also offer a boost to the skin's microbial barrier. ●

Hot ON THE BANDWAGON

America's fascination with Korean skincare products shows no signs of abating, and with fermentation increasingly linked to such a juggernaut, its popularity can only grow. "Using fermented skincare in spa treatments fits the market trend and helps elevate results—not to mention that products with these ingredients can help increase the bottom line in homecare retail sales," says Janel Luu of Le Mieux and PurErb. "Clients love the fact that they're in line with the K-beauty trend." Fads come and go, though, so if brands want longevity, they have to rely on more than just hype, and fermented ingredients produce results. Plus, as it turns out, estheticians might be more familiar with them than they think. "Because fermented ingredients are naturally a part of many of the professional enzymes and acids, many esthetic professionals may already be incorporating them into their treatments," says Rhonda Allison. ●



form and function

Because fermented ingredients often work synergistically with other components, they can be effective across product categories, including serums, toners, acids, enzymes, and sheet masks. Many formulators note they are particularly effective in serums, while some say that moisturizers and creams, which may be heated to high temperatures and cooled during the formulation process, might not be the best vehicles. “Heat can inhibit many of the beneficial properties fermented ingredients provide,” says Rhonda Allison. Indeed, getting the right mix can be tricky. “Not all fermented ingredients or suppliers are created equal,” says Peach & Lily’s Alicia Yoon. “It requires deep local knowledge to

source the right kind of fermented ingredients, and it’s important to work with chemists who understand how to combine really high-quality fermented ingredients with other ingredients. Novel formulas with various fermented ingredients can take some time to develop, and if the process is abbreviated or not handled well, the potency of those ingredients can drop a lot.” Other factors to note: Preservatives should be chosen with care—“many fermented actives cannot survive some of the harsh systems used in skincare products today,” says CelleClé Skincare’s Ashley Stowers. Also, off-putting odor can be an issue. “It can be a challenge to alter or neutralize that smell,” says Janel Luu of Le Mieux and PurErb. ●

favorite FERMENTS

Which one is for you? Five pros pick their favorites:

<p>JANEL LUU, FOUNDER AND CEO, LE MIEUX COSMETICS AND PURERB</p> <ul style="list-style-type: none"> • Red ginseng • Saccharomyces (yeast) filtrate • Saccharomyces soy-protein ferment • Saccharomyces copper ferment • Saccharomyces zinc ferment • Saccharomyces 	<p>manganese ferment</p> <ul style="list-style-type: none"> • Pseudoalteromonas ferment extract <p>STEVEN ROSENFELD, PRESIDENT, COLUMBIA SKINCARE</p> <ul style="list-style-type: none"> • Lactococcus ferment lysate <p>RHONDA ALLISON, FOUNDER AND CEO, RHONDA ALLISON COSMECEUTICALS</p> <ul style="list-style-type: none"> • Thermus 	<p>thermophilus ferment</p> <ul style="list-style-type: none"> • Alteromonas ferment extract • Kombucha • Rice ferment (sake) • Pumpkin ferment • Wine extract (fermented grapes) • Fermented fruits <p>SUE HARMSWORTH, FOUNDER, ESPA</p> <ul style="list-style-type: none"> • Baker’s yeast bioferment • Dihydroxyacetone (DHA) • Bifida ferment lysate <p>BARBARA CLOSE, FOUNDER AND CEO, NATUROPATHICA</p> <ul style="list-style-type: none"> • Thermus thermophilus ferment • Radish root ferment • Pumpkin ferment extract • Bamboo ferment filtrate
--	--	---



Kombucha is a popular fermented ingredient being used in spas today.

Visit www.americanspa.com for the reasons behind these top picks. ●

PERFECT PAIRS

Our experts weigh in on what works well with fermented ingredients.

“Fermented ingredients pair well with growth factors, vitamins, and antioxidants, all working in tandem to help the skin renew itself. Efficacy comes from the totality of ingredients in a formulation working in synergy, not just one particular ingredient, fermented or otherwise.”
—*Janel Luu, founder and CEO, Le Mieux Cosmetics and PurErb*

“Ingredients that provide enzymatic properties, like rice ferment (sake), pair well with other acids, such as salicylic, phytic, pyruvic, and trichloroacetic acids, while protective and skin-building ingredients like *thermus thermophilus* ferment are great with organic stem cells as they deepen the UV protection and repair capabilities.”—*Rhonda Allison, founder and CEO, Rhonda Allison Cosmeceuticals*

“Fermented ingredients are highly compatible with potent actives used in skincare formulas, such as peptides and stem-cell extracts. They can even work well in low pH environments and combine with various acids and enzymes.”—*Ashley Stowers, national educator, CelleClé Skincare* ●

PHOTOGRAPHY: GETTY IMAGES



The Cedar Enzyme Bath at Osmosis Day Spa Sanctuary features a host of living enzymes to stimulate the body's metabolic activity.

in treatment

ESPA's Optimal Skin ProMoisturiser (www.espaskincare.com), a formula with anti-aging baker's yeast bioferment to help boost natural defenses, is used at **The Spa at Gleneagles** (Auchterarder, Scotland) in the Optimal Skin ProFacial (\$128, 50 minutes; \$143, 60 minutes). The therapy, designed to restore balance and lay the foundation for long-term skin health, begins with a deep brush cleanse and a steam to pave the way for applications of skin-nourishing serum and hydrating ProMoisturiser. The treatment, which also includes a facial and eye-area massage and a hand and arm exfoliation, rebalances, revitalizes, and protects against environmental damage.

At **Rituals Aesthetic Skin Care** (Burlingame, CA), the Le Mieux Signature Facial (\$150, 75 minutes) relies on the brand's TGF- β Booster (www.lemieuxcosmetics.com), with numerous yeast and trace-element blend ferments, and EGF-DNA serum, with yeast-ferment filtrate, to accelerate cellular rejuvenation and increase firmness and hydration. A nourishing cleanse and a skin-prepping exfoliation kick things off, and the booster and serum are applied next via massage, getting the blood flowing and increasing collagen production for a healthy glow. A mask and a serum, both with marine collagen, and applications of eye and lip cream and sunscreen add the finishing touches.

Spa-goers indulge in a Japanese healing tradition with the Cedar Enzyme Bath (\$109, 90 minutes) at **Osmosis Day Spa Sanctuary** (Freestone, CA). After slipping into a robe and sipping a cup of warming tea in a private garden, a personal bath attendant guides clients to a wooden tub filled with a soft blend of ground cedar, rice bran, and a biological culture that serves as a catalyst for the fermentation process. The dry soak's living enzymes stimulate metabolic activity, improving circulation, relieving joint and muscle pain, and deeply cleansing the skin. ●

skin RX

In the spa, fermented ingredients can benefit guests with all skin types, even those with sensitive or reactive skin, but they could also cause problems for some users, so don't skip the consultation. "Skin-building and reparative formulas using ingredients like *thermus thermophilus* ferment and *alteromonas* ferment will be tolerated by most, but rejuvenating ingredients like pumpkin ferment or wine extract may be too aggressive for sensitive skin," says Rhonda Allison. "It's absolutely imperative to talk to clients about any medications or prescribed skincare products they may be on, or if they're pregnant." Also, according to CelleClé Skincare's Ashley Stowers, clients with severe yeast allergies may want to perform a patch test prior to using products containing fermented actives. ●

POWER PLAYER

According to CelleClé Skincare's Ashley Stowers, fermented ingredients help treat issues resulting from pollution and excessive technology use. "They're quickly becoming one of the most versatile actives, proven to be beneficial for everything from dehydration, redness, and irritation to breakouts and signs of premature aging," she says. Here, she shares what they can do:

1. Protect against microbial invasion.
2. Minimize redness and irritation caused by chemical aggression.
3. Interrupt the dialogue between damaged cells, reducing the spread of inflammation caused by UV, pollution, bacteria, and chemical agents.
4. Limit adhesion of hostile flora on the surface of the skin.
5. Help prolong cell longevity and viability under stressful and aging conditions. ●

FERMENTATION *phenomenon*

Make your spa one where east meets west by introducing these fermented skincare products.

BY SAMANTHA REED

1. pH Toner BioTense
NELLY DEVUYST
www.nellydevuyst.com
2. Moisture Infusion Mask
LE MIEUX
www.lemieuxcosmetics.com
3. MicroSmooth AHA
CELLECLÉ SKINCARE
www.cellecleskincare.com
4. Lumafirm Repair Cream
Lift & Glow
PEVONIA
www.pevoniapro.com
5. Masque Vivant
BIOLOGIQUE RECHERCHE
www.biologique-recherche.us
6. Optimal Skin ProMoisturiser
ESPA
7. My Little Hero Facial Serum
VOYA
www.voya.ie
8. Body Scrub
Cardamom+Coffee
FIG + YARROW
www.figandyarrow.com
9. AGEless Anti-Glycation
Serum Enhanced
RHONDA ALLISON
www.rhondaallison.com
10. Probiotic Concentrate with
Probiotic Complex
COLUMBIA SKINCARE
www.columbiaprobiotics.com

