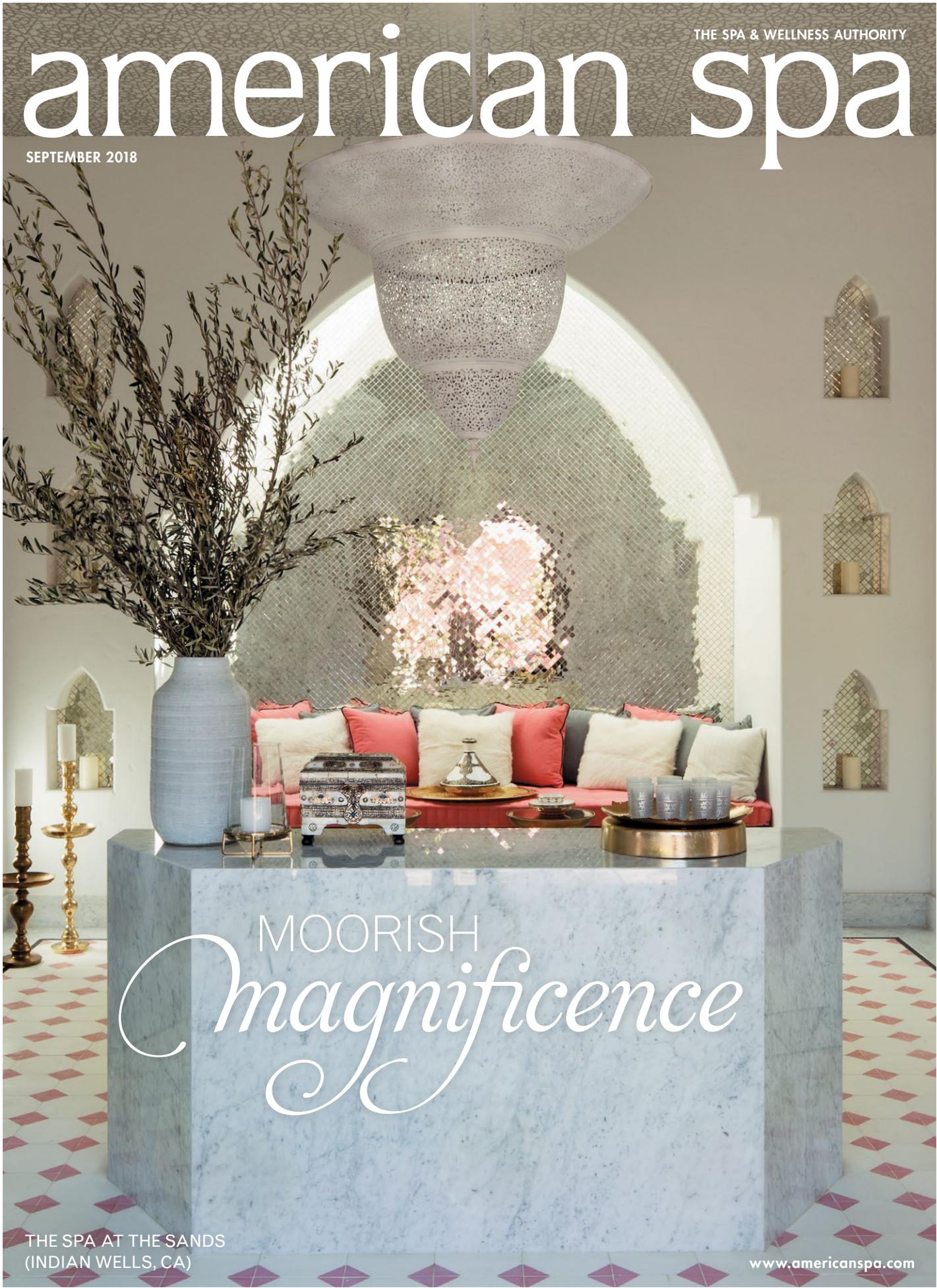


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anti-aging advances

Our experts share what role they see plumping playing in the quest for younger-looking skin.

“Plumping will continue to play an important role in anti-aging skincare, because it is one of the biggest challenges in the aging process. Sagging and thinning skin is a direct result of our body’s decline in producing the structural proteins that keep our skin looking healthy and plump. The more tools we can deliver to the skin that keep the production robust, the longer we can keep a youthful appearance to our skin. Plump skin and healthy skin go hand in hand.”—*Neal Kitchen, Ph.D., chief geneticist, HydroPeptide*

“Of course, our primary objective is to make improvements in the structure, function, and appearance of the skin as a result of stimulating natural cel-

lular function. As is the case with diet, exercise, and even meditation, this can take some time. I think there is a definite interest in an immediate result, and that’s understandable. People want to feel as though they’re doing something healthy for their skin that will help protect them from damage and prevent the long-term signs of aging, but they also want to look good immediately after a facial treatment. I believe the idea of using products and technology that deliver on both counts will continue to garner attention from informed consumers.”—*Amy Gardner, director of education, LightStim*

“Plumping products are the closest alternative to Botox on the market. They’re a great pain-free, subtle, and cost-effective option for those who want to avoid the needle.”—*Susanna DiSotto, director of marketing, Satin Smooth*



“I think we are going to see a lot of new ingredient technologies that address plumping the ‘needle-free’ way. While injectables will still be readily available, these plumping products may act as a replacement or a great addition to helping the results of plumping treatments last longer.”—*Ashley Stowers, account executive and national educator, CelleCle*

“Plumping products can be a non-invasive alternative to surgery and are an effective solution to extend the skincare’s ‘anti-aging’ arsenal.”—*Sabrina Di Stefano, product manager, Boline Jatò* ●

TECHNOLOGICAL SOLUTIONS

Skincare products aren’t the only solution to achieving plumper and firmer skin. Aside from dermal fillers, which provide a quick fix to treat lines caused by a loss of collagen and fat, technology is also being used to restore volume to the skin. Celluma, LightStim, and Lightwave all manufacture LED light therapy devices that increase circulation and enhance cell activity. “It is well-known that when used regularly, LED therapy helps build collagen to plump and firm the skin and diminish the appearance of fine lines and wrinkles,” says LightStim’s Amy Gardner. “This is a cumulative process, and it generally takes approximately eight weeks to begin to see the results of actual collagen production. What many people don’t know is that LED has been shown to temporarily ‘plump’ the skin after a single treatment due to an effect that is not collagen dependent.” Instead, the LightStim device creates a mild therapeutic warmth that helps improve blood circulation. It’s this increased blood flow that produces a visible plumping effect on the skin as oxygenated blood circulates through the capillaries and



tissues. According to Gardner, analyses on clean, dry skin using the Visia Complexion Analysis System revealed a 40 to 65 percent reduction in wrinkles after just one 20-minute LightStim treatment. “This effect has been known to last for anywhere from a few to 24 hours, depending upon variables like individual physiology, adequate hydration, and relative atmospheric humidity,” says Gardner.

Another popular plumping treatment is the HydraFacial, which infuses skin with super serums designed to address specific skin concerns. According to Mara Tsononis, a licensed esthetician and laser technician at Shafer Plastic Surgery (New York City), the HydraFacial is ideal for plumping the skin, as the last step in the protocol involves an application of super-serum Antiox-6, a cocktail of antioxidant ingredients and HA, which helps plump the skin. The Hydro Wand by Altair Instruments also gives skin a boost after exfoliation. Giving estheticians the opportunity to infuse skin with any type of serum, the wand provides for better product penetration. A hydrating serum with HA can help plump and repair skin. ●

ingredients to watch

Just as there is no shortage of plumping products on the market today, there is also no shortage of formulations designed to restore volume to the skin. For example, HydroPeptide's Nimni products feature an exclusive patented technology that stimulates the body to produce collagen and other plumping proteins in the skin. "This technology is revolutionary, because it is specifically designed to maximize how well our genes work at producing these key structural proteins," says HydroPeptide's Neal Kitchen, Ph.D. "One of the challenges we have as we age is a decline in healthy gene activity. Nimni technology solves that problem by providing the

key ingredients that will turn on the production of the structural proteins that keep the skin plump and healthy." CelleCle's superhero plumping product, 3D StrataSculpt Contour Lifting Remodeling Serum, relies on NeoDermyl, orange stem cells, and peony root oligosaccharides, which is also known as Volunage. "NeoDermyl acts as a 'needle-free' collagen and elastin filler and can dramatically work to reduce lines," says Ashley Stowers. "Orange stem cells help boost the elastin quality, allowing the skin to regain biomechanical properties and elasticity that it had 12 years earlier. Lastly,

Volunage helps provide gradual re-plumping and volumizing of collapsing tissues by controlling communication between the dermis and hypodermis and limiting a negative inflammatory response between the two layers." Bioline Jatò's Lifting Code diffusion filler line reduces the appearance of wrinkles by using a blend of natural, functional, and biotechnological substances with an aesthetic filling effect. Filling polymer spheres, high-molecular weight HA, and AGR peptide, which triggers skin renewal, all work together to restore a firmer and plumper appearance. ●



Luscious LIPS

Not just for the skin, plumping is also highly desired in the lips. Studies have shown that women with fuller lips are considered to be more attractive and look more youthful. As a result, manufacturers are going to great lengths to give consumers a host of options to achieve a perfect pucker. Like the skin, the lips can benefit from a healthy dose of HA, which gives the pout a bit more clout. It's just one of the hydrating ingredients in Pevonia's LipRenew Plump & De-Age Treatment. G.M. Collin's Lip Plumping Complex contains a patented micro-injection-like collagen and HA technology. A painless alternative to lip injections, it contains tiny dehydrated spheres that are instantly absorbed by the lips to prevent the water from evaporating. Causing an instant and long-term plumping effect, the Complex also contains tetrahydropiperine (THP), a pharmaceutical-grade ingredient that promotes nutrient delivery through the skin to boost other actives. An HA and collagen combo is also found in Grande Cosmetics's GrandeLips Hydrating Lip Plumper, while Satin Smooth's

Collagen Lip Plump Treatment is infused with collagen microspheres to make lips look fuller.

Unfortunately, not all lip-plumping products are created equal. "Some use irritating agents, such as capsaicin, the compound in hot peppers; cinnamon; and ginger to boost blood flow to the lips, causing mild swelling," says HydroPeptide's Neal Kitchen, Ph.D. "These can be associated with a tingling sensation and mild redness. At HydroPeptide, we have been able to employ new peptide technology that eliminates the irritation concerns. For example, Perfecting Gloss contains a combination of four different peptides designed to plump the lips by increasing circulation, boosting collagen production, and supporting the plumping proteins in the lips." Although cinnamon oil is used in Eminence Organic Skin Care's Cinnamon Kiss Lip Plumper, it is blended with nourishing jojoba, pumpkin seed, pomegranate, and blueberry seed oils. Jane Iredale's Just Kissed Lip Plumper relies on shea butter, beeswax, and a variety of hydrating oils. Lip plumpers, whether they come in the form of balms, lipsticks, glosses, or serums, are clearly in demand as spa-goers continue to seek out the popular look. ●

BIGGER IS better

Help clients get their fill of beautiful skin with plumping products like these. BY NICOLE ALTAVILLA



1. Hydra 3Ha Hydrating Youth Cream

SOTHYS
www.sothys-usa.com

2. Pure Collagen Ampoules

SAIAN
www.saian.net

3. 3D StrataSculpt Contour Lifting Remodeling Serum

CELLECLÉ SKINCARE
www.cellecleskincare.com



4. Perfecting Gloss

HYDROPEPTIDE
www.hydropeptide.com



5. 1.85 HA Booster

SKIN REGIMEN
www.skinregimen.com



6. True Beauty Serum

DERMAWARE
www.dermaware.com

7. Stem Cell 3D Lip Enhancer

DERMAQUEST
www.dermaquestinc.com



8. Lifting Code Diffusion Filler Kit

BIOLINE JATÒ
www.bioline-jato.com/us

9. Collagen Complex Lip Plump Treatment

SATIN SMOOTH
www.satinsmooth.com



10. Lip "Plumping" Complex

G.M. COLLIN
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