

THE SPA & WELLNESS AUTHORITY

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ALABAMA *Bliss*



THE SPA AT
GRAND NATIONAL
(OPELIKA, AL)

www.americanspa.com

vita mix

While vitamin C products are commonly found in spas nationwide, not all vitamin C products are created equal, which is why Janel Luu of Le Mieux Cosmetics and PurErb recommends carefully checking ingredient lists. “Some fight free radicals, some fade dark spots,” she says. “Some irritate the skin, others don’t.” Here, she explains the differences between some of the most common forms of vitamin C found in skincare today:

- **AAP (aminopropyl ascorbyl phosphate)** is a stable form of vitamin C known for reducing melanin production, which can minimize age and sun spots and hyperpigmentation.
- Look for **MAP (magnesium ascorbyl phosphate)**, which is stable with less of a risk of irritation when compared to other forms of vitamin C. Also, MAP is



more effective at lower concentrations than other forms and is known to not only combat free radicals but to also help prevent signs of damage from UV rays and environmental pollutants.

- **Tetrahexyldecyl Ascorbate (BV-OSC)** is an oil-soluble form of vitamin C, which helps it to be absorbed more effectively, and it pairs well with other ingredients, including retinol. Like the other forms of vitamin C, BV-OSC brightens and

evens out skintone, prevents UV damage, improves collagen synthesis, and reduces melanin production.

- Traditionally, **L-ascorbic acid** is used as the form of vitamin C in skincare products, but the main challenge faced by formulators is stability, because L-ascorbic acid oxidizes when exposed to air. This is evident when a dark brownish color appears. Plus, unstable vitamin C may promote free radical formation, causing oxidative damage. ●

PAMPERING POWERHOUSE

Because the body does not naturally produce vitamin C, it needs to be obtained through diet, supplements, and topical agents, which is part of the reason it has become, and will continue to remain, a key ingredient in skincare products, according to Shannon Esau, CEO of Rhonda Allison Cosmeceuticals.

We asked some skincare professionals in the skincare industry what they think are some of the top uses of vitamin C-based products and treatments in spas, and here's what they had to say.

“Vitamin C products and treatments offer a multitude of uses all year but especially in the summer months. An anti-aging vitamin C facial can give clients a beautiful treatment to help target uneven tone and texture, in turn giving a brighter and more youthful complexion.”—Ashley Stowers, national educator, CelleClé

“There is nothing like being treated to a cleanser with vitamin C and natural brightening ingredients to

rid the skin of pollutants and giving the skin a refreshed and brighter-looking complexion.”—Lydia Sarfati, founder and CEO, Repêchage

“Vitamin C is used in clarifying and brightening products designed to illuminate skin, even out skintone, and minimize the appearance of dark spots and discoloration.”—Janel Luu, founder and CEO, Le Mieux Cosmetics and PurErb

“One of the great things about vitamin C is it helps to both prevent and repair damage caused by our environment, meaning that it is great for all genders and all ages. In a spa setting, facials that include vitamin C masks and

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serums are especially popular with guests wanting to ward off wrinkles, redness, or pigmentation.”—*Natalie Pergar, senior product knowledge specialist and lead skin care trainer, Eminence Organic Skin Care*

“Vitamin C truly is an essential for nearly every skin. However, it is particularly powerful for skin challenged with pigmentation issues as well as aging skin and compromised barriers. And when ingredients rich in vitamin C are blended with other powerhouse elements, like peptides and plant stem cells, it delivers and enhances skin-strengthening and pro-youth benefits.”—*Shannon Esau, CEO, Rhonda Allison Cosmeceuticals*

“The best uses of our vitamin C products in spa environments are in facials, pre- and post-procedure skin prep, and during ultrasound procedures for superior antioxidant benefits. I do not recommend applying any vitamin C product on broken skin, and it should only be used once skin has fully healed following a procedure.”—*Tatiana Kononov, chief scientific officer, Revision Skincare* ●



formula FACTORS

Before choosing a vitamin C-based product, it's important to consider some factors that can help determine the best formula to use, including these:

POTENCY LEVEL: “The level of potency is very important,” says Heidi Ackerman, vice president of marketing at Epicuren Discovery. “You will see levels up to 10 or 20 percent. The maximum absorption with the skin happens at 20 percent potency, but sensitive skin types should stay between 10 to 15 percent to minimize irritation.”

THE DELIVERY SYSTEM: “The delivery vehicles can help ensure the vitamin C level stays constant throughout the shelf life of the product, producing maximum vitamin stability and activity of a year or longer,” says CelleClé’s Ashley Stowers.

THE FORMULA: “When choosing vitamin C products, it is important to choose one that fits the skin type and uses quality vitamin C forms that the skin will reap the benefits of,” says Repêchage’s Lydia Sarfati. “L-ascorbic acid is an effective form of vitamin C, but with its low pH, it can be irritating, and those with sensitive skin may want to avoid it. Gentler forms of vitamin C are magnesium ascorbyl phosphate and sodium ascorbyl phosphate. The products that contain higher concentrations of vitamin C may produce better results quicker.”

COMBINATION OF INGREDIENTS: “Look out for vitamin C products that also contain vitamin E and ferulic acid for maximum results,” says Eminence Organic Skin Care’s Natalie Pergar. “Combined, these ingredients provide additional protection against free radicals to further reduce damage so that skin stays healthy, smooth, and luminous.”

THE BRAND: “Before welcoming any new formula into your spa, research the brand,” says Rhonda Allison Cosmeceuticals’s Shannon Esau. “Is it reputable? Where are ingredients sourced? Do they have a track record for results?”

SKINCARE NEEDS: “Take into account your client’s needs and the season,” says Esau. “If it’s winter, a formula that supports barrier function and hydration will likely perform better, whereas a lightening and brightening formula may be more popular during the spring and end of summer.”

SHELF LIFE: “Once the product is on your shelf, remember that products containing vitamin C can be affected by light, heat, and air, so be sure the bottle is opaque or in an airless pump or tube and is stored in a cool, dark, and dry environment,” says Janel Luu of Le Mieux Cosmetics and PurErb. ●

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“C” FOR

yourself

Encourage clients to discover the many benefits of vitamin C firsthand by offering a range of related products.

BY NICOLE ALTAVILLA



1. Complex-C Serum

SESHA SKIN THERAPY
www.seshaskin.com

2. 15.0 Vit C Booster

SKIN REGIMEN
www.skinregimen.com

3. LumiBright C

CELLECLÉ SKINCARE
www.cellecleskincare.com

4. BeautyPrep Face Toner

JANE IREDALE
www.janeiredale.com

5. Vital C 10% + Peptides Serum

G.M. COLLIN
www.gmcollin.com

6. C Defense Serum

CONTROL CORRECTIVE
www.controlcorrective.com

7. Masque Pigm 400

BIOLOGIQUE RECHERCHE
www.biologique-recherche.com

8. Chocolate Fig Vitamin Recovery Serum

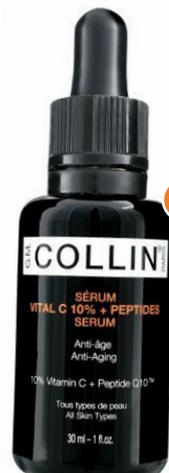
FARMHOUSE FRESH
www.farmhousefreshgoods.com

9. CX^c Vitamin C Complex

EPICUREN DISCOVERY
www.epicuren.com

10. Rosehip Triple C+E Firming Oil

EMINENCE ORGANIC SKIN CARE
www.eminenceorganics.com



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