

PLASTIC SURGERY PRACTICE

PRODUCTS

New Year, New Skin Care: Wendy Lewis says January is the time to revamp your skin care selection

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The profits from skin care product sales may seem meager in comparison to high-ticket cosmetic procedures, but there are many other benefits to consider. If you can direct what patients are using on their preprocedure and postprocedure skin, it will encourage better outcomes from cosmetic treatments and surgeries. It is also a service of convenience for

patients who need professional advice, because they are confused and overwhelmed at the thought of deciphering labels and making mistakes.

An advanced skin care selection curated by staff is generally well-accepted by patients and has been proven to keep them coming back. Lastly, skin care and cosmetics products are easily bundled with in-office treatments, and can be readily used as incentives, customer appreciation gestures, and competitions on social media platforms.



Skin Care Innovations & Trends

What's New

- Syneron Candela is launching a new formulation of the elure Advanced Brightening Night Cream replete with an airless pump and a new dispenser that measures the ideal product proportions. www.elureskin.com

The more a brand can stuff into a single jar or tube, the more value consumers are getting for their money, and beauty buyers have responded at the register. We have seen an uptick of multifunctional products that save money by offering multiple benefits, such as the proliferation of BB and CC creams that gained popularity to take the place of foundation, moisturizer, sunscreen, and anti-aging serums.

More consumers are flocking to the professional sector for their skin care concerns due to improved treatments and sophisticated equipment used by skin care professionals, as well as rising amounts of disposable income.

Almost one-fourth of dispensing physicians generate more than 15% of their revenue from the sales of skin care products, and nearly three-fourths of dispensing physicians want to increase this proportion in 2014, according to industry analysts at Kline. The Kline survey is based on interviews with dermatologists, plastic surgeons, and medical spas that sell professional skin care

products to their patients.

- New Gel + launched its Silagen® Scar Refinement System of 100% pure medical-grade silicone gel (15g and 30g sizes) that forms an invisible bond over scars to promote rapid healing. There is also a Silagen® line of silicone gel sheeting that comes in various sizes in a choice of beige or clear for ease of use. www.silagen.com

Some medium-sized brands and relative newcomers beat out the big brands in the category. “These midsized brands received several highest ratings on factors such as order-to-delivery time and customer service, manifesting opportunities for all brands—large and small—that know how to discern which areas are most important for clients and focus their efforts accordingly,” according to Kline’s report.

Among the emerging categories of products in the professional sector, we are seeing more beauty devices, many of which are combined with a home care product regimen and numerous line extensions. Once considered a potential threat to dispensing physicians, the popularity of systems that offer home care treatments for hair removal, skin rejuvenation, acne, skin brightening, and even calluses is soaring.

Many physicians have bought into the growing consumer demand. Clarisonic, Silk’n Solutions, and Tria all launched next-generation systems and more targeted products for specific skin concerns.

- ZO® Skin Health introduced a trio of new products, including ZO® Medical Aknebright™ Acne Spot and Pigmentation Treatment; ZO® three-product Post Procedure System for use after peels, injections, and laser treatments; along with the ZO® Skin Health Ossential® Lash Enhancing Serum. www.zoskinhealth.com

A new crop of pedi systems has also taken the beauty shelves by storm, and devices that can cut through the clutter are predicted to sweep the category in 2015.

There is a large treatment gap in available therapeutic scalp and hair care products that combine effective treatments for scalp itch in formulations that are consumer-friendly and leave the hair in good condition. This is why another expanding category is centered around hair care ranges that combine therapeutic ingredients for maintaining scalp as well as hair health and topical hair-loss solutions. Prescription-only Formula 82M from Hair Science LLC combines a potent dose of minoxidil with tretinoin plus a topical steroid to reduce irritation, and a 5 alpha reductase blocker to increase efficacy in a propylene glycol-free base. It is applied twice daily for best results.



elure Advanced Brightening Night Cream



GLYTONE is Ducray Dermatological Laboratories' new hair care line.

- SkinCeuticals Physical Eye UV Defense SPF 50 is lightly tinted and formulated in an anhydrous mineral base so it doesn't migrate into the eyes. It can be used from the brow bone to the cheekbone, including the eyelids. www.skinceuticals.com

- The Refinity Skin Health System comprises Refinity 50% or 70% peel, plus a daily home skin care regimen that consists of a Purifying Cleanser, Protective Toner and Rejuvenating Cream, or Lotion or Hydrogel, all of which contain the patented Cosmederm-7 anti-irritant technology. The system is gentle enough for all skin types. www.refinityskinscience.com

- GLYTONE by Ducray Dermatological Laboratories is rolling out a specialized hair care line featuring seven products that target hair loss and itchy scalp, including shampoo formulas, lotion concentrate, and a dietary supplement. www.glytone-usa.com

Miami dermatologist Leslie Baumann, MD, author of Skin Type Solutions, introduced the Skin Type Solutions™ (STS) Franchise System, a unique retail store program that provides customized advice and dispenses Skin Type Solutions™ Certified skin care products. The STS Franchise is a store-within-a-store model, located within an existing physician's office as a new profit center. There is also an online component for STS skin care product replenishment and an expanded product line of prestige STS Certified skin care products.

The patent-pending system determines an individual's skin type through a detailed questionnaire. Patients are identified as one of 16 distinct Baumann Skin Types™. Next, they receive customized skin care advice and product recommendations. STS Stores research the brands, select products based on active ingredients, evaluate packaging, and "certify" products. The potential advantages include improved results, increased patient satisfaction, and retention with minimal returns.



There's an App for That

Novel delivery systems, packaging with a twist, customizable formulations, molecules that penetrate the skin more reliably, skin analysis tools, and a slew of clever skin care apps are also taking the scene by storm.

Consumers are looking for advice and validation when choosing the right regimen for their skin type and concerns. With this in mind, Allure and SkinBetter™ launched a first-of-its-kind skin care analysis tool that uses a proprietary algorithm combining photographic analysis, consumer information, and the expertise of a



medical advisory board to provide customized recommendations.

This tool works by analyzing a photo of a consumer's skin to identify wrinkles, spots, redness, and future problem areas via a patented technology developed by Canfield Scientific and SkinBetter. There is also a companion questionnaire. The algorithm takes the data, along with the skin history and concerns, and provides customized product recommendations from top dermatologists and plastic surgeons.

Featured brands include SkinCeuticals, La Roche-Posay, Clarisonic, Neova, Nia24, Dr. Brandt, PCA Skin, Phytomer, Replenix, and SkinMedica. SkinBetter.com is available on allure.com, and in the Apple App and Google Play stores.

“SkinBetter is a unique and innovative tool designed to educate consumers about all of their skin care issues,” says Virginia Beach dermatologist David H. McDaniel, MD. “It is very fast and easy to use, and the algorithm helps guide them through the product jungle to select products that are recommended specifically for their skin care needs and objectives.”

PocketDerm.com, launched by San Diego dermatologist David Lortscher, MD, offers acne and anti-aging options under the guidance of a board-certified dermatologist. The consumer signs up, uploads photos, answers a survey, and the doctor designs and ships a personalized mix of topical prescription medicines. The \$20 per month service includes unlimited shipments of topical medication and unlimited follow-up consultations.

The future of advanced skin care in the professional channel offers new opportunities for building a successful and profitable retail vertical within a medical practice.

