

Mature Beauty Product Boom

By Vince Spinnato

The over-50 woman's category is exploding in the marketplace everywhere from Walgreen's to Saks Fifth Avenues, in addition to online and on the home shopping channels. The baby boomer women are starting to feel and see their age, and they don't like it. Over the past five years, significant research has been conducted on the benefits of soy-based products for mature woman. New technologies for libido enhancers, varicose vein treatments, and throat and bust formulas are taking the market by storm. Now, it is even possible to make cream treatments transdermal rather than topical.

By encapsulating the active raw materials of a formulation in liposomes, QuSome or a nanosome, a 40% increase of penetration below the epidermal structure is expected for maximum benefits. Liposomes are double-layer, hollow, spherical phospholipid membrane vesicles able to encapsulate water-soluble as well as oil-soluble substances. They allow the skin to receive actives, which would not be readily accepted otherwise. QuSomes are a new patent-pending delivery technology. Currently being reviewed, they offer a deeper penetrating delivery system than

liposomes, to go further into the epidermal structure.

Current Trends

Progesterone/wild yam creams. The body decreases production of the hormones estrogen and progesterone during menopause, the ovaries stop releasing eggs, and the menstrual cycle ends. During this time, many women experience hot flashes or flushes, when sudden changes in blood flow to the face, neck or chest cause the sensation of intense heat. Soy has been proven to relieve these uncomfortable episodes. Wild yam has been proven to be less aggressive and is used for PMS treatment rather than menopause.

Soy's beneficial effects on hot flashes come from natural plant hormones called phytoestrogens, which act like a weak version of the female hormone estrogen. The estrogen-like effect of soy helps stabilize blood vessel changes that can lead to hot flashes. In addition, soy also helps hot flashes in perimenopausal women, the time leading up to menopause, who often suffer the symptoms of menopause for years before it occurs.

It is suggested that women need anywhere from 500mg to 1000mg of progesterone per day to help counteract high estrogen levels. Percentage of progesterone varies, because it depends on the age,

pregnancy and whether the woman is nursing. Soy-based products should be applied under the arm and into the breast area, preferably after a shower when the underarms are shaved so the pores are open and allow deeper penetration into the breast area. This can also be extremely effective in helping with breast tenderness if one is nursing. In addition, the cream should be applied to the inner thigh area. It is also suggested that any woman who is ready to start a progesterone product take a hormone test and talk to an obstetrician or gynecologist to be sure she is not soy intolerant.

"Significant research has been conducted on the benefits of soy."

Libido-enhancing treatments.

L-arginine, the primary active raw material, is a vascular constrictor that is also used in Viagra with its mate yohimbin. A libido treatment is used to improve—and sometimes correct—sexual experience for women. It would be applied before intercourse to the clitoris, and the L-arginine will increase blood flow and expand the clitoris. Improving the sexual response for women in the United States is a very fast growing market.

Throat and bust formulas.

Natural phytoestrogens such as saponins, liposterols and

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progesterone work together to increase breast size and firmness. These kind of formulas enhance delivery and improve targeting of these ingredients to receptor-sensitive tissues to stimulate growth. By stimulating these receptors with natural steroidal saponins (derived from sugar—alfalfa extract, fenugreek) phytoestrogens (fennel seed extract), liposterols (saw palmetto) and progesterone stimulate and tighten effect and growth.

Spider vein treatments.

Research has shown that 50-60% of men and women over the age of 30 have spider veins. Spider veins, which are different than varicose veins, are caused by damaged, weakened capillaries. Combining vitamins A and K, hesperidin (a natural bioflavonoid; fine needles from citrus fruit peel) and Butchers Broom (a shrub native to Europe with stiff, prickle-tipped, flattened stems) with a delivery system that ensures these actives will penetrate the skin and reach the damaged or weakened capillaries, will heal and improve the appearance of the skin.

Only the Beginning

These trends in baby boomer-based woman's products are only the beginning ... as the medical and beauty industries work together to bring advanced technologies to the market, consumers are expecting—and getting—more of

what they desire to ensure they stay looking young. **PMPR**

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