

## Spa Retail: Ingredient Trends

By Dieter Küster

As little as ten years ago, spa treatments were considered a luxury for the rich and famous. Only pockets of the population considered them a well-deserved necessity. The evolution into a broader acceptance by a more knowledgeable and educated public was seen only five years ago. Now, scientists and formulators have come together with the medical establishment in the search for treatments that will bring everlasting youth.

The industry's increasing awareness for nature's beauty and society's desire for longevity will bring the industry more in harmony with nature and, therefore, the need for products that truly are anti-aging.

More and more claims have been made, most of them only hopes and dreams, but quite a few have become reality. Now in 2003, new and exciting ingredients, scientifically researched materials from nature and biologically created products by science give the beauty industry a large variety of effective tools. Botanicals— as mentioned in the Biblical book of *Revelations*, "From the leaves of the trees comes the healing of the nations"— are playing a special role in medicinal research and are

mentioned as such in the second edition of the *Physicians Desk Reference for Medicinal Herbs*.

Organic and inorganic ingredients have been nearly perfected and can be used a variety of ways in topical products. Ingredients from the sea, which can be both organic and inorganic at the same time, play a vital role, as do ingredients that come from mostly renewable sources and plant materials from all parts of the planet.

With unlimited possibilities available, consumers must and will consult their skin care professionals for advice and treatment recommendations. Yet, consumers will be very quality conscious and will question a lot of claims made by manufacturers. Spas have to be aware and willing by not only treating their clients to the best of their knowledge, but also by consulting them in regards to home use of results-oriented products.

The quest for facts and not for hype and promise will play a vital role. The consumer has to be educated and made aware of the wear and tear factor on skin, accelerated through aging. Therefore, skin must be replenished with proper nourishment in order to maintain a youthful appearance. It is evident that the metabolism of the skin reflects the condition of the body as a whole. Therefore, "maintain," "correct" and "reverse"

are the key words associated with healthy-looking skin.

Look for products that combine vitamins, amino acids, enzymes, ceramides, herbal extracts and botanical proteins in a synergistic combination to create results-oriented cosmetic products.

### Key Ingredients

Ideas and procedures that will play a large role in formulation of the future are botanical extracts such as those listed for the following effects.

#### Antioxidant properties and free radical

**scavengers**—Horseradish, lemon, licorice root, bearberry and yarrow for skin lightening, and green tea, meristem, pumpkin, rice, spirulina, seaweed, St. Mary's thistle and mimosa tenuiflora extracts.

**Alpha hydroxy acid effects**—Rhatany root, moor, walnut, curcuma root, barm and licorice root extracts as natural UV filters for sunscreen preparations, and pineapple, lemon, hibiscus, citrus blends and grapefruit extracts.

**"Spas must consider the three most important words: service, quality and availability."**

**Moisturizing**—Radix rusci, red wine leaf, sophora japonica,

buck wheat, hawthorne and gorsechestnut extracts to address couperose, and oat, seaweed, soy, corn, cucumber, black current, green tea and wheat bran extracts.

**Anti-aging**—Black sampson, centian, ginkgo, hops, Irish moss, red beet, wheat germ and St. Mary's thistle extract.

**Skin protectant/restorer and anti-inflammatory**—Arnica, calendula, chamomile, oak bark, pansy, sage, oat, burdock root, propolis, solomons seal, St. John's wort, mimosa temuflora, mistletoe, mallow and marshmallow extract.

**Circulatory (addressing varicose and spider veins or rosacea)**—Horse chestnut, Indian cress, rosemary, calamus, Scotch pine extracts and rosemarinic acid.

### "Botanicals are playing a special role in medicine research."

Of course, many more classifications exist as far as skin conditioning is concerned. Many herbal extracts and substances are used for different conditions many times over, whereby the formulator has to consider the perfect combination and amounts to be used. In addition, there are innumerable plants and herbs, found daily in explorations of China, India, South America and Africa.

In biological engineering, new exciting materials such as life cell yeast, stable vitamins, different types of acids like alpha lipoic, rosmarinic, ursolic and octanoic are very important in ingredient innovation. A large variety of plant-derived proteins, such as oat, wheat, soy, almonds, corn, rice and different types of glucans also are of significance. Out of those above, a variety of amino acids can be broken out as well, allowing manufacturers to take advantage of liposomal technology to create the smallest molecule possible for skin penetration by using the highest quality grade of phospholipids as starting material.

As mentioned before, the well-researched combination and balanced ingredients usage of all or many substances will lead to the ultimate results-oriented product.

### **Service, Quality, Availability**

As with any trends in product or service, spas must consider the three most important words: service, quality and availability, not one can do without the others. "Nothing in this world moves until something gets sold." This is even more important today than it was 50 years ago. The coming year will see an increase of multi-usage, men and women in search for the quest of everlasting youth. But, they are

learning to forget the wrinkles, because little creases and folds add character. Instead, they are finding beauty within. Self-assurance is created always in how they feel about themselves. Remember, feeling good is looking good, and looking good is feeling good. **PMPR**

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*Dr. Dieter Küster is CEO and senior chemist of CA Botana International Inc., a research, development and manufacturing company for personal care, spa and wellness products. 858-450-1717 or 800-872-2332, healthyskin@ca-botana.com, www.ca-botana.com*