

## Next Generation Sun Care

By Dr. Tess Mauricio

Sun care products are one of the fastest growing markets in the US. Global Industry Analysts Inc. projects the sun care products market (particularly those that focus on sun protection) will be a \$5.6 billion business within the next five years. This market growth has especially flourished with specialty sunscreens that include health and antiaging benefits. One such product is a new concept is sun protection, oral sun protection. Heliocare with Polypodium leucotomos can significantly reduce sunburn severity, help prevent premature aging and decrease the risk of cancer from UV radiation. This is a new must have for all-who care about their skin. We usually recommend Heliocare in addition to topical sunscreen so patients get double protection from sun exposure.

I expect to see new growth factors as well as DNA repair serums take center stage in the coming months. These products have amazing repair properties and the manufacturers have just started to skim the surface in this area. One of the growth factors I see as a new staple in skin repair is Tensage from Biopelle. This snail secretion has been regenerating and healing the *Cryptomphalus Aspensa* snail for over 500 million years, and we are just starting to recognize and use these benefits on human skin. We performed a small study with Tensage and clinically patients showed improvement in discoloration, skin quality and texture. Because of its repair action, we also use Tensage for our post-laser regimen.

And speaking of DNA repair, retinols also provide DNA repair to sun damaged skin. Now we all know that retinol (vitamin a) has been around for 40+ years, and yet we still are finding new and better ways to deliver it to the skin. Retinols (especially prescription strength) used to be so irritating that not many of my patients could tolerate them. Over the next year we should continue to see better, less irritating retinols. The one I'm using now has changed my patient's perception of retinols. Biopelle's RetriDerm, with its oil-free, aqueous suspension is significantly better tolerated by my patients.

Eyelash enhancing topicals like Latisse will continue to be popular in the market. Over the counter non prostaglandin analogs will continue to surface in the market. For example, Neu Lash is one of Neiman Marcus' top selling sku.

Non-hydroquinone skin lightening products will fill a niche that is needed in the market as we see hydroquinone slowly disappear in the market. Products like Elure from Syneron sold in physician's offices contain melanozyme which breaks down melanin and can help improve discoloration on the skin. All natural botanical product lines like Epionce are going to be more desirable to the general public. Epionce also offers a non-hydroquinone skin whitening and bleaching product (Melanolyte) incorporating various natural ingredients proven to block the tyrosinase enzyme.

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