IN RECENT YEARS, skincare formulators and medical aesthetic facilities alike have seen body care move from an afterthought to a main event. As patient awareness of off-face treatment options expands, so too does the desire for targeted homecare products specifically formulated for the chest, hands and body. “Skin care is becoming more popular and more targeted—now you see more care for the hands, face, neck, heels, elbows and the backs of arms,” says Tatiana Kononov, director of research and development for Revision Skincare (revisionskincare.com). “We’re finding a lot of treatments now being taken from the face and applied to the hands and décolleté, for example.”

Skincare formulations have moved beyond the face to provide more targeted care for the entire body.

By Tracy Morin
but so important,” says Kononov. “Think about how hydration is important to the body internally; it’s the same for skin. Stressed skin is aging skin.”

**Ingredient Intelligence**

Peptides, antioxidants and vitamin C—popular facial ingredients—are now being applied to the neck and hands and even added into sunscreen, but stability remains key, says Kononov. “One of the ingredients breaking through now is THD ascorbate, a vitamin C derivative that’s unique in that it’s extremely stable and functional,” she explains. “It’s similar to L-ascorbic acid, but without those issues of being unstable and not bioavailable.” THD ascorbate is designed to improve stability and shelf life of vitamin C-based products, where it functions as a high-quality moisturizer, skin brightener and wound healer. It also promotes collagen synthesis and protects skin from UVA/UVB rays. “It’s antiaging, antioxidant and brightening. It’s a very expensive ingredient, but it is the gold standard of vitamin C technology,” says Kononov.

Tocopheryl Glucoside—a more stable form of vitamin E—is also finding its way into highend skin and body care formulations. Schulman utilizes the powder form of ECGC—the active ingredient in green tea. His ECGC-based products are mixed upon purchase, allowing for a 30-day activation time, or 60 days if refrigerated. “ECGC is extremely unstable, and within a few weeks, it’s completely deactivated,” he says.

Hyperpigmentation is one of the most common signs of aging on the neck, chest and hands. And, as the debate over hydroquinone rages on, many formulators are on the lookout for other options. “Hydroquinone has gotten a bad rap and it is being replaced by alternatives such as Chromabright, magnesium ascorbyl phosphate and sodium ascorbyl phosphate,” says Therese Clark, co-founder of Phoenix-based mybody (loveymybody.com). “We’re looking for a plant-based alternative [to hydroquinone], but we’re not there yet.”

Schulman notes that the 2% hydroquinone allowed for OTC skin lighteners isn’t always strong enough for natural skin brighteners that inhibit melanin production to reduce irregular pigmentation. Arbutase, kojic acid, alpha hydroxy acids and vitamin C reduce pigmentation, while green tea soothes skin. 212.289.1851, msmdskitherapy.com.

**Fitting Room** from mybody tackles cellulite with a proprietary anti-cellulite complex that firms, tones, tightens and brightens while fortifying skin with antioxidant and anti-inflammatory ingredients. The system includes Skin Prep Body Polish, Firm & Tone Body Serum, Firm & Tone Body Lotion and the Smooth It Out Shaper. 877.423.1314, loveymybody.com.

**Lumiquin** from Revision Skincare brightens skin and reduces age spots and uneven pigmentation on the hands and arms with licorice root extract, diacetyl boldine, quinic acid esters, THD ascorbate, and a blend of naturally derived moisturizers. 800.385.6652, revisionskincare.com.

**Glytone Ultra Heel and Elbow Cream** retexturizes, softens and smooths rough, calloused elbows and heels with 29.5% free acid value glycolic acid for maximum penetration and efficacy. The formula can be massaged onto dry areas or used as a treatment mask on elbows. 800.459.8663, glytone-usa.com.
to achieve good results; thus, many formulators have switched to alternatives, including arbutin, kojic acid and licorice extract. To tackle dark spots and discoloration, formulators—including Revision Skincare—are finding that a combination of skin lightening and brightening ingredients is most effective.

The continued consumer interest in “green” and natural products means that what is not in skincare formulations is becoming as important to users as what is in them, says Clar. Modern consumers are shying away from well-publicized ingredients, including parabens, xenoestrogens, sulfates, PEG and phthalates. Mybody has developed a peel line utilizing non-living probiotics that work to increase oxygen, build volume and stimulate skin to repair itself without creating an injury. “These ingredients are being re-engineered to be skin-compatible, allowing them to be delivered into skin and easily digested by enzymes (lipases),” says Clark, who notes that even with the move toward more natural ingredients, consumer expectations of what a skincare product should look and feel like limits formulators who are moving toward more natural formulations, as it is difficult to avoid the use of artificial dyes and colors for patients who want the “perfect white cream,” she says.

Special Delivery
When it comes to the format of bodycare products, there are some special concerns formulators must take into account. While thicker creams and serums tend to offer the best penetration, Schulman notes that creams often have the disadvantage of being greasy, messy or heavy. Products that have the potential to discolor clothing or wipe off easily are a poor choice for the body. “Sprays and serums are great for the body; with a spray format, a thin layer can dry within a minute and doesn’t come off—plus, it’s easier to apply to the back and chest,” he says.

Gutierrez agrees with Schulman that serums are overall very effective and the star format for many off-face formulations. “Penetration enhancers, such as dimethyl isosorbide, also offer better penetration, delivering active ingredients in a more targeted way,” she says.

Slimming and Toning
Products focused on slimming the body and reducing cellulite have long been a mainstay of body-based skin care, and these popular formulations are being improved, says Clark. “Body creams have traditionally been caffeine-based and sit on top of skin, so they’re uncomfortable. That’s been a big problem with body care—the products’ texture doesn’t feel good,” she says. New offerings include a combination of proven skin-strengthening ingredients, like topical retinol to build collagen and strengthen skin, plus new algae- and plant-derived alpha blockers to help reduce cellulite.

“Mybody’s Fitting Room, for example, incorporates Lanachrys, a botanical alpha-2 blocker that promotes lipolysis, and Theophyllisilane C—a silicone derivative of theophylline acetic acid and alginic acid—which protects structural proteins from glycation, improves the architectural structure of the skin by replacing naturally occurring silicium and promotes lipolysis.

In addition to more elegant formulations and improved ingredient technologies, skincare products developed for the neck, hands, feet and body are also benefiting from increased consumer awareness of the importance of skin care. “It used to be that clients needed to see an immediate difference. But today, people are aware that sunscreen and antioxidants are important even though the benefits will take years to manifest,” says Kononov. “They are learning the long-term importance of skin care—including care of the hands, neck and body.”

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