

# New Products

## PLANT-BASED BABY CARE LINE, HELLOBELLO



HelloBello, an affordable plant-based baby care line co-founded by Kristen Bell and Dax Shepard, will launch with 10 products. The initial Hello Bello collection includes:

**Bubble Bath.** Made with organic extracts like aloe, calendula, and cucumber, Hello Bello bubble bath is pH-balanced and hypoallergenic to clean and calm kids. Made without phthalates, parabens, synthetic fragrances or dyes, it is available in lavender, vanilla apricot, and apple blossom.

**Shampoo & Body Wash.** Hypoallergenic and tear-free, the two-in-one formula is made with organic aloe vera, calendula, avocado and cucumber extracts, and organic jojoba and sunflower seed oils.

**Bug Spray.** As one of the only USDA Certified Organic options, Hello Bello bug spray is DEET-free, hypoallergenic, non-irritating and lab-tested to repel all types of mosquitoes, along with more than 55 other insects for up to six hours.

**Diaper Rash Cream.** The pediatrician-tested, non-nano Zinc Oxide diaper rash formula creates a protective barrier and provides quick relief with a special blend of organic sunflower seed oil, coconut oil and tamanu oil.

**Baby Lotion.** Made with organic jojoba and sunflower seed oils and other botanical extracts, Hello Bello's baby lotion moisturizes, softens and supports the overall health of baby's skin. This lotion is plant-based available in vanilla apricot, apple blossom, lavender and unscented.

**Mineral Sunscreen SPF 50.** Hello Bello's SPF 50 Mineral Sunscreen is designed to hydrate and protect baby's delicate skin from the sun. It keeps a child's skin protected using the broad-spectrum protection of Non-Nano Zinc Oxide. And it also includes shea butter, cocoa seed butter, coconut oil, and green tea extract to help moisturize and soothe skin. [HelloBello.com](http://HelloBello.com)

## SHEER ZINC SPF 30 OR SOLAR MOISTURIZER SPF 30, DERMAQUEST

SheerZinc SPF 30 is a sunscreen that not only softens signs of aging but also has a restorative effect on your skin's previous sun exposure, the maker says. This 100% physical sunscreen can be worn under makeup. Formulated with zinc oxide to guard and protect skin; this sunscreen absorbs quickly, working to elegantly shelter skin. Solar Moisturizer SPF 30 offers a dual chemical SPF and moisturizer to protect elastin protein from UV damage while plumping peptides encourage more youthful looking skin. [Dermaquestinc.com](http://Dermaquestinc.com)



## NEULASH PROFESSIONAL AND NEUBROW PROFESSIONAL, SKIN RESEARCH PROFESSIONAL

New from Skin Research Professional and Olive and Delmar, neuLASH PROFESSIONAL and neuBROW PROFESSIONAL are available in all new, next-generation, professional-strength formulations. neuLASH PROFESSIONAL is a peptide serum promoting longer-looking lashes and neuBROW PROFESSIONAL is an eyebrow serum to promote fuller-looking brows.

Available exclusively through Olive and Delmar, a physician-owned skincare solutions company, the neuLASH PROFESSIONAL and neuBROW PROFESSIONAL Introductory Mini Kit is now available to order as a physician-only dispensed product. The mini kit contains a 1.5ml neuLASH PROFESSIONAL product and a 1.8ml neuBROW PROFESSIONAL product and is the next-generation technology from the makers of ALPHAÆON Lash Serum. Full-size 3ml and 3.5ml products will be available for purchase through Olive & Delmar in summer 2019. Consumers can purchase the Mini Kit now through [LovelySkin.com](http://LovelySkin.com). Dermatologist



tested and approved, these products contain advanced ingredient technologies reaching well-beyond what is currently available in the lash and brow market. Additional studies are now being conducted at Advanced Skin Research Center in Omaha, NE. neuLASH PROFESSIONAL and neuBROW PROFESSIONAL are appropriate for both male and female patients. In comparison to the existing neuLASH formula, the neuLASH PROFESSIONAL formulation includes a rich deck of ingredients to promote enhanced, professional-strength results. Featured Ingredients of neuLASH PROFESSIONAL include 5 Polypeptide Blend, Vitamin C, Sodium Hyaluronate, Isopropyl Cloprostenate, Saw Palmetto Extract, Green Tea Extract, Blackberry Extract, Biotin, Panthenol, Molasses, Apple Fruit Cell Cultures and Amla Fruit Extract (Indian Gooseberry)

Similarly, neuBROW PROFESSIONAL is formulated with the power of five Polypeptides, Isopropyl Cloprostenate, and an exclusive Vitamin and Botanical Complex that makes sparse eyebrows appear bolder, while promoting shapeliness. neuBROW PROFESSIONAL also contains Molasses Extract, which gives brows a younger, fuller appearance.

Patients who use neuLASH PROFESSIONAL typically begin to see results in as little as three to four weeks and neuBROW PROFESSIONAL users experience results in four to six weeks. [skinresearchlabs.com](http://skinresearchlabs.com)

### PRIMARY PHOTOAGING PRODUCT RANGE, NEOVA SMARTSKINCARE

Neova SmartSkinCare has launched a new range of six skincare products it says are clinically proven to combat the early signs of photodamage caused by UV exposure and DNA damage. This groundbreaking range made up of serums, moisture-balanced formulas and an eye treatment undo the visible evidence of sun and DNA damage including uneven skin tone and texture, dullness, wrinkles and discolorations. Containing the same DNA repair enzymes awarded the 2015 Nobel Prize

in Chemistry and a groundbreaking Copper Peptide Complex based on more than 40 years of research showing increased wound healing and cell growth. The line includes:

**Herbal wash.** Soap-free, foaming gel cleanser comforts the skin with botanicals including Aloe Vera, Chamomile and Green Tea and helps preserve the natural moisture barrier.

**Power Defense Antioxidant Serum.** Energizing serum delivers twice the refining power with Retinyl Palmitate, Copper Peptide Complex, and antioxidants to keep environmental damage in check.

**Illuminating Eye Serum.** Light-diffusing serum with metal cooling applicator instantly and over time de-puffs and relieves dark under eye circles.

**Power RE Activator Concentrate [Retinol +EGT].** Two-in-one mighty concentrate combats signs of free-radical and photo damage at once. On its own or blended with moisturizer, it is a daily must. Retinol, the gold standard correcting star, is a cell communicating ingredient. By attaching itself to a cell's receptor site, it's able to alter the way that the cell functions, telling it to perform optimally. And because it's pure retinol, there's no fear of irritation. L-ergothioneine [EGT], a natural antioxidant and maximized amino acid, is a protector against oxidative damage. Clinical studies show EGT acts faster and is the most efficient natural antioxidant on the ORAC [Oxygen Radical Absorbance Capacity].

**Daily Moisture Rescue:** Intense hydration and the correcting power of DNA Repair and Copper Peptides actively preserve skin's moisture balance all day.

**Reformist Night Tx Renewing Moisturizer:** Overnight correcting treatment restores skin barrier function, strength and resiliency. [neova.com](http://neova.com)



## New in My Practice OTC: Mustela Stelatopia Face Cream



### WITH LATANYA T. BENJAMIN, MD,

*Practical Dermatology*® magazine is introducing new features: New In My Practice Rx and New in My Practice OTC, both of which serve to educate readers on some of the newest treatments that dermatologists are using in their practice. This month, Miami dermatologist Latanya T. Benjamin, MD, FAAD an Associate Professor of

Pediatric Dermatology at Florida Atlantic University, shares her enthusiasm about Mustela's new Stelatopia Face Cream which she uses on her daughter and herself.

### What is Mustela Stelatopia Face Cream?

**Dr. Benjamin:** Mustela recently added a face cream to their Stelatopia eczema line, which nicely complements the

other products in the range. Stelatopia Face Cream contains natural soothing ingredients including ceramides, shea butter, licorice extract, as well as Mustela's patented Sunflower Oil distillate and Avocado perseose. More and more of my patients are seeking natural products, so I'm happy to be able to recommend Mustela because of the clinical efficacy as well as natural composition. I always want to make sure I experience any product that I recommend to my patients and Stelatopia Face Cream is one of my favorite moisturizers to use on my daughter and myself!

### **How does Mustela Stelatopia Face Cream stand out from other face creams on the market?**

**Dr. Benjamin:** Unlike in the adult category, it's rare to see a dedicated moisturizing product for children's faces. Mustela has filled this gap by developing a targeted face cream specifically for babies and children with eczema. Symptoms of eczema often first appear on the face and since the face area is exposed to environmental conditions, which can exacerbate these symptoms, it's critical to have a specific face care product. Additionally, the company exclusively uses ingredients that are safe for newborn skin and conducts vigorous ethical product testing to ensure safety and efficacy. As a French brand, Mustela abides by European cosmetic regulations, which are considerably stricter than in the US.

### **How do you suggest that your patients use this product? What other products does it work well with?**

**Dr. Benjamin:** I recommend my patients apply Mustela Stelatopia Face Cream on the affected areas of their face throughout the day. Mustela offers a complete regimen of products for eczema-prone skin, including cleansers, emollients, wipes, bath oil, shampoo, and now even pajamas. The Stelatopia Face Cream can work in conjunction with any of the products in the range.

### **What type of results are your patients seeing with regular use?**

**Dr. Benjamin:** My patients are seeing dramatic improvement with softness to their skin, less itch, and balanced hydration.

### **How does skincare fit in with your practice philosophy?**

**Dr. Benjamin:** I believe all products, especially those placed on infants and children, should be safe, gentle and effective. It should be non-irritating with the least amount of chemicals and extra additives if possible. If you can find one formulated with safe natural ingredients, that's a boon! This is my philosophy of skincare for children. ■