

**NEW FROM NERIUM:  
PROLISTIC PROBIOTIC PRODUCTS**

Nerium International introduced Prolistic Pre & Probiotic Plus Vitamins Powder Packets and Prolistic Skin-Balancing Lotion with Probiotic Technology.

The new Prolistic Pre & Probiotic Plus Vitamins Powder Packets are poured directly into the mouth—no water or mixing needed. Prolistic Probiotic Powder is dairy-free, gluten-free, soy-free, without added sugars, non-GMO, and vegan.



Prolistic Skin-Balancing Lotion with Probiotic Technology is formulated with Nerium International’s exclusive ProRenew Plus, a proprietary prebiotic and probiotic lysate blend. Prolistic Lotion helps support the skin’s natural renewal process and improve the skin’s barrier by maintaining a healthy microbiome. Plus, this lightweight, pH-balanced lotion imparts long-lasting hydration.

Prolistic Pre & Probiotic Plus Vitamins is available for purchase in a 30-day supply for \$60 through Nerium and is also available for purchase from an Independent Brand Partner. Prolistic Skin-Balancing Lotion with Probiotic Technology is available for purchase for \$60 at Nerium.com and is also available for purchase from an Independent Brand Partner. *Nerium.com*

**ALASTIN SKINCARE LAUNCHES RESTORATIVE NECK COMPLEX**

Alastin Skincare, Inc. has incorporated its proprietary TriHex Technology into a new product designed for the specific needs of the neck and décolletage: Restorative Neck Complex with TriHex Technology.



This breakthrough treatment is formulated to address the unique challenges of the area below the chin and above the chest such as crepey skin, skin laxity, and photo-aged discoloration that may accumulate over time. The TriHex Technology in Alastin’s new Restorative Neck Complex helps correct these signs of aging, resulting in a firmer, more elastic, and smoother appearance of the neck and décolletage and a more even skin tone.

Alastin Skincare says it has developed products designed to enhance skin health and reawaken the skin’s natural ability to repair and rejuvenate itself. TriHex Technology supports the production of new elastin and collagen and helps rebuild and recycle the skin’s extracellular matrix (ECM) by clearing out byproducts of aging from exposure to sun and pollution. This, in turn, promotes the skin’s capacity to generate fresh, new skin that is strong and supple.

All Alastin products are fragrance-free, paraben-free, and cruelty-free. Alastin Restorative Neck Complex retails for \$110 and can be purchased from Alastin Skincare aesthetic physicians’ offices. *Alastin.com*

**REVISION TO LAUNCH INTELLISHADE TRUPHYSICAL**

Revision Skincare is introducing Intellishade TruPhysical, formulated with a proprietary blend of more than 20 age-defying ingredients. The four-in-one moisturizer helps to correct, protect, hydrate and shield skin for a brighter, smoother complexion. According to Revision, it uses groundbreaking technology to provide comprehensive protection and clinically-proven results. The formulation uses 100 percent all-mineral technology, and no hidden chemical sunscreens to protect skin from harmful ultraviolet (UV) rays and infrared radiation (IR).



The formulation includes 14.4% Zinc Oxide, 4.4% Titanium Dioxide, and a blend of three bio-available peptides. Additionally, Epigallocatechin Gallate (EGCG) from Green Tea Extract, THD Ascorbate (Vitamin C), Ubiquinone (Coenzyme Q10) and Vitamin E help to provide antioxidant benefits against environmental stressors. The product will be available beginning in March. *Revisionskincare.com*

**DR. BRANDT SKINCARE ROLLS OUT TWO NEW PRODUCTS**

Dr. Brandt skincare is introducing Hydro Biotic Recovery Sleeping Mask and Antioxidant Water Booster. The new sleeping mask is powered by Dr. Brandt Skincare’s Biotic Balancing Complex, an oligosaccharide and yogurt powder that helps restore natural pH levels, a *lactococcus* ferment lysate that improves





skin integrity, and Dr. Brandt's signature antioxidant tri-blend composed of manuka honey and tea extracts to protect the skin against environmental stressors. The overnight leave-on mask also combines redness-relieving peptides with the antioxidant properties of tea and soothing boswellia and honey. A deeply

hydrating blend of ceramides, fatty acids, soothing actives, and tamarindo extract also works to restore dry skin in 24 hours while maintaining the skin barrier to prevent moisture loss.

Dr. Brandt skincare's Antioxidant Water Booster is a supplement formulated with an antioxidant trio of green tea, white tea, and grape seed extract to fight free radicals from within, helping to keep the complexion rejuvenated and restored. With a light, tea-like taste, the drops can be added to any beverage or meal. *Drbrandtskincare.com*

## Therapeutic Focus: OTC Skincare

### OBAGI MEDICAL LAUNCHES SUZANOBAGIMD PRODUCT LINE

Obagi Medical launched the SUZANOBAGIMD product line that is scientifically formulated to cleanse dirt and other impurities while defending against UV rays and rejuvenating the skin. Dr. Suzan Obagi partnered with Obagi Medical to scientifically formulate the perfect balance of clinically studied ingredients, antioxidants, and naturally derived compounds to help provide consumers with healthier-looking, more radiant skin, while remaining hypoallergenic and free of parabens, synthetic fragrances and dyes.

"We are thrilled to collaborate with Dr. Suzan Obagi, renowned cosmetic surgeon and dermatologist, to introduce a proprietary formulated skincare line that addresses the signs of skin aging for all skin types, while remaining free of harsh ingredients," said Jaime Castle, President of Obagi Medical. "This new line builds upon Obagi Medical's continued legacy of healthy skin to provide an effortless customizable, three-step process to cleanse, protect and renew skin to keep it looking and feeling its best."



Products in the SUZANOBAGIMD line are comprised of powerful ingredients, such as retinaldehyde and polyhydroxy acids, that the company says were thoughtfully selected for their effectiveness and tolerability, making the formulas ideal for all skin types, including sensitive skin. The products treat a wide range of skin concerns and types, including the appearance of photoaging, rough or lackluster skin, and delicate or sensitive skin. The full line has been dermatologist tested and includes, Foaming Cleanser, Balancing Toner, Acne Cleansing Wipes, Cleansing Wipes, Soothing Complex Broad Spectrum SPF 25, Intensive Daily Repair (IDR), and Retivance Skin Rejuvenating Complex. All products from the SUZANOBAGIMD line can be used together or integrated with other Obagi® systems or products.

"Obagi has always been revered as the gold standard within the industry of clinical skincare, so with our shared philosophies, it seemed a natural collaboration," said Suzan Obagi, MD, Associate Professor of Dermatology and Plastic Surgery at the University of Pittsburgh Medical Center (UPMC), Director of the UPMC Cosmetic Surgery & Skin Health Center and 2018 President of the American Academy of Cosmetic Surgery. "We are very excited to finally launch the SUZANOBAGIMD line, which was designed with the modern patient in mind. We put much of our focus on sourcing high quality, powerful ingredients to create safe and gentle formulations without compromising efficacy."

The SUZANOBAGIMD line is available exclusively through Obagi Medical and can be purchased through skin care providers. To learn more, visit [Obagi.com](http://Obagi.com).

### DOVE LAUNCHES DERMASERIES PRODUCT LINE FOR DRY SKIN; COMPANION CAMPAIGN

Dove introduced new Dove DermaSeries, a completely hypoallergenic and fragrance-free range of cleansers and

lotions formulated especially for the driest skin, they say. The new range covers everything a dry skin sufferer could need—from a non-foaming and milky face wash that works to nourish visibly dry skin, to an intensive balm for instant, on-the-spot relief that also helps repair dry skin long-term.

Dove says it pioneered the mild cleansing revolution 60 years ago, and new DermaSeries builds upon that foundation with a focus on three factors:

- Use of only the mildest skin cleansers
- Focus on replenishment of skin-natural lipids
- Luxurious textures that are a pleasure to use

These moisturizers help seal skin's moisture, as well as activate PPAR's (a protein found in skin) to replenish skin lipids and improve the quality of skin's outermost layer.

A companion campaign—Make Peace with Dry Skin—invites all consumers to share their personal journeys to skin confidence. As part of the Make Peace with Dry Skin campaign, Dove DermaSeries is building an Instagram community—@InOurOwnSkin—dedicated to changing the conversation around what it means to live with a skin condition, while creating a place of support and daily inspiration for all. The page will feature inspiring stories of people who are redefining what it means to live with a skin condition, sharing the confidence that they feel in their own skin.

Anyone with any type of skin condition can participate and share their story by visiting [Dove.com/InMyOwnSkin](http://Dove.com/InMyOwnSkin) and creating their own #InMyOwnSkin image. The page will feature inspiring stories of people who are redefining what it means to live with a skin condition, sharing the confidence that they feel in their own skin.

Patients can see the Dove DermaSeries Make Peace with Dry Skin portraits and stories by visiting [Dove.com/DermaSeries](http://Dove.com/DermaSeries).

Dove DermaSeries is now available at Target, CVS, mass food and drug retailers nationwide and Amazon.com.



**PRESTIGE BEAUTY INDUSTRY GROWS TO \$17.7B**

The US prestige beauty industry reached \$17.7 billion in 2017, a six percent increase over 2016, according to global information company The NPD Group. The skincare category led in growth with a nine percent increase in sales that contributed 45 percent of the industry's total gains. Makeup followed with a six percent increase in sales, and fragrance closed the year up four percent.

After several years of soft performance, skincare was revitalized in 2017. Reaching \$5.6 billion in sales, growth has stemmed from smaller segments including masks (+32 percent), facial exfoliators (+12 percent) and cleansers (+6 percent), and other face products (+39 percent) which, among other items, includes emerging formats, essences, and facial sprays. Larger segments such as facial moisturizers (+7 percent), skincare's largest by dollar volume, and age specialists (+7 percent) also fared well in 2017. The body, sun, and hair care segments of skincare all experienced growth as well.

Makeup remains beauty's largest category, although the growth rate slowed in 2017. It brought in \$8.1 billion in 2017. ■

**WATCH NOW**



**Patient Education: The Role of Cosmeceuticals in a Skincare Regimen**

Amy Forman Taub, MD talks to DermTube Journal Club host Nancy Samolitis, MD about what cosmeceuticals are and how she educates her patients to help them make the best choices. She explains the importance of tailoring recommendations to each individual patient based on their needs, skin type, and preferences. Dr. Taub also discusses her own experience in helping to develop a cosmeceutical for hair.

Watch the full video at [DermTube.com/series/dermtubejournalclub](http://DermTube.com/series/dermtubejournalclub)

