

# Is PRO-AGE the new ANTI-AGE?



Salon owners are noticing a shift in the anti-ageing market. **Maria Halasz** reveals how to ride the new beauty wave.

LAST YEAR WHEN beauty glossy magazine *Allure* announced the end of the 'anti-ageing' terminology to change the way we talk about ageing, the shift in the beauty industry had begun. The global skincare market is expected to exceed \$131bn by 2019 and the 50-plus women have the biggest spending power. Skincare brands have started focusing on how to meet those women's needs without using a pejorative 'anti-ageing' term that implies the judgment that there is something inherently wrong about ageing that needs curing and fuelling the youth myth of the cosmetics industry.

## Positive ageing

We know that getting older can actually be great in many aspects: we become wiser and no longer fret over what other people think of us. We make better choices in life and enjoy what it has to offer to the full. In fact, studies show that we are the happiest in our mid-years hence the shift in the industry to celebrate beauty at all ages.

Every woman wants to look her best, no matter what her age. Just because we are not 20 anymore, it doesn't mean we have to put up with dry, flaky skin or brittle hair. However your customers' expectations of how they want to look as they age have changed, they are no longer obsessed with wrinkles but it's a natural glow that is the new measure of youth. The 'pro-age' trend is to take more of a long-term attitude with a 360 self-

### THE TRENDS SHAPING THE FACE OF BEAUTY IN 2018

There are so many new directions in skincare, trying to choose the right product can be very confusing for customers. New beauty trends can be put in two categories: those that are evidence based, and those that are trying to fulfill a dream, the next 'hope in the jar'.

Luckily, skincare brands have been focusing on new potent, evidence based ingredients more than ever. We're seeing cutting-edge products containing stem-cells, packed with growth factors. The anti-ageing market is booming with new treatments and products launching every day so it's important to continue to learn and stay at the cutting edge of what's on offer. Introducing new solutions with products that address the skin's needs.

care approach, including not only high quality skincare but also healthy diet and active lifestyle.

With technology and science leading the way in skincare, it is now more important than ever for businesses to focus on functional cosmetics that actually halt the signs of skin aging. To run a successful beauty salon, you have to have loyal, returning clients, who receive real value from your services and trust your choices and recommendations when it comes to products and treatments. The only clients that come back are the ones who see results so it's really important to invest in the highest quality skincare that is backed by real science and clinical studies.

## Products to invest in

As an industry we are always searching for ways to improve product performance and overall consumers' experience. When choosing skincare for your salon, look for solutions with active ingredients that perform specific functions and are backed by science. These are often called the ABC of skincare: Vitamins A, B and C. Vitamin A is critical for a cellular renewal in the skin, as is Vitamin B, which boosts collagen production and improves skin's lipid barrier and Vitamin C is a powerful antioxidant and helps the skin with metabolism. Vitamin C also slows down the production of melanin, preventing dark spots and pigmentation.

Latest scientific research in skincare has also resulted in a new hydrolyzed form of hyaluronic acid, a hydrating agent that, thanks to smaller molecular size than HA, can penetrate the skin even deeper. This powerful ingredient is able to hold more water than any other natural substance (up to 1,000 times its weight in water), which is why it visibly plumps the skin.

## Injectables vs Luxe skincare:

The way customers think about injectables is changing – they are more accessible, affordable and provide instant, guaranteed results. However, they are still considered to be invasive so there will always be a need for a high quality skincare. As much as Botox helps prevent wrinkles and injectable fillers can fix existing ones, they can't replace daily skincare, which should include sunscreen, eye cream, moisturiser and cleanser. Those who get their "needle treatments" done regularly are also looking to find a daily skincare routine to hydrate, condition and protect their skin, so be wise when it comes to choosing brands for your salon. ■



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