

The Top Five Skin Care Trends for 2011

We interviewed Pedro Ortega Dardet, of Wilma Schumann Skin Care, regarding skin care trends to expect in 2011.

Dec. 4, 2010 - [PRLog](#) -- The evolution in skin care products has dovetailed with a worldwide movement towards environmentally friendly and natural products. As science advances, the new ingredients in skin care developed to help us look our best have also improved. We spoke with Pedro Ortega Dardet of Wilma Schumann Skin Care regarding skin care trends to expect in 2011.

Trend # 1 - More Science Impacting Skin Care and Beauty

Companies who are careful about product development and study the science behind ingredients know what works and what is just junk science. Here are ingredients to watch for:

- Stem cells in skin care products claim to trigger cell growth including rejuvenation of the skin. However, since stem cells currently used are non-embryonic, not alive and can't penetrate the skin, topical creams or serums that include them won't produce the kinds of biological results often claimed. Current formulations focus on the use of peptides and/or enzymes from plant stem cells. These peptides and enzymes may, in fact, be effective in protecting your skin's own stem cells from further environmental damage. Thus providing your skin with the best chance to repair itself and produce its own cells and tissue.
- Peptides are short chains of amino acids similar to proteins that are currently very popular in skin care formulations. Peptides are currently used to, among other functions, help lift the skin and create collagen and elastin. Their benefits are gaining popularity and their use will continue.
- Antioxidants help the body fend off free radical damage. Antioxidants such as Vitamins A, C and E, alpha-lipoic acid, DMAE, Ubiquinone and others often found naturally in fruits and vegetables such as pomegranate, açai berry, broccoli, green tea, spinach, chocolate and others abound and will continue to enjoy widespread use in skin care. And rightly so.
- Acids such as glycolic, lactic and salicylic acids help exfoliate dead skin. Careful, controlled and professionally supervised acid exfoliation is an excellent component of a healthy anti-aging beauty regime. But, be careful not to overdue your exfoliation. Remember that skin is a live organism and it can be damaged. There will continue to be a need for acid exfoliation for the foreseeable future.

Trend #2 - Aligning Organic Sensibilities with Proven Results

While there is a lot of buzz on going "organic," there's more to it than that. For starters, organic products still need a tandem preservative system to keep the product stable. Otherwise, the product's short shelf life would make the product commercially unviable and even potentially harmful as bacteria and fermentation could develop. Also, some skin care lines beef up on less expensive "filler" ingredients to "bulk up" their products. Make sure that the products you use have a large concentration of the actual active ingredient that you want. Just because a product is labeled "organic" doesn't mean it's the best for your skin. Proven products with a high concentration of the active ingredients that truly work may count for more than a "USDA Organic" label.

Trend #3 – Committing to a Healthy Lifestyle

If your diet is full of excessive amounts of processed food and exercise only means opening the refrigerator door, your skin won't look its best. DNA and body composition also play a large role in how your skin will look, but that's a variable that we can't control. Instead the focus must shift to things we can control:

- Eating healthy is the most fundamental way to improve your body and skin health. We already mentioned that antioxidant rich foods abound and that their consumption can keep your organism healthy and thus able to repair itself. In addition, daily application of topical skin care products rich in antioxidants, amino acids, hydrators and protectants offer your best strategy against premature aging of your skin. Good nutrition and beauty do go hand in hand.
- Exercise is an excellent way to clear out toxins and improve circulation. It also flushes your lungs with fresh air, pumps your blood and oxygenates the skin. Exercising 3 to 4 times per week circulates nutrients around the skin which provide the building blocks for repair and growth. Exercise also allows you to flex and stretch your skin which in turn increases circulation and stimulates your lymphatic system. Periodic facials and massages are particularly healthy for your skin. Exercise is a great way to get that healthy “glow”!
- Reducing stress keeps wrinkles and frown lines away. This is no joke! Frowning, and worry lines are caused by facial expressions induced by stress. Stress also weakens the body’s ability to defend and repair itself. Reduce your stress by learning new coping skills such as meditation, breathing and spirituality. Mind, Body and Soul are not just 3 words that go together well. They should become part of your everyday philosophy and beauty regime.
- Getting rest is critical because it relaxes your body and enables your body to repair itself. How can your body function optimally if you’re exhausted all the time?! Make time for sleep and give your body a chance to regenerate.

Trend #4 - Increasing Use of Skin Care Professionals

The trend towards high cost and invasive plastic surgery procedures has declined. The tough economy has played a big role in the slow down of this trend. In 2011, many people will shy away from these expensive procedures and will instead select less invasive procedures such as Restylane®, Hyaluronic Acid and Botox® injections as well as Laser and Acid peels. The focus will be to delay the effects of time by doing what you can today. In addition to the use of the above procedures, consumers will include regular visits to their skin care therapists, spas and skin care clinics. These skin care professionals have the tools and techniques to really improve your skin. New devices and new active ingredients form part of a powerful arsenal of non-invasive, anti-aging tools that a licensed skin care therapist has access to. Take advantage of their expertise and pay them a visit. Regular visits to your skin care professional are the best way to keep your skin looking its best.

Trend #5 – Protecting Our Skin with More than Just Sunscreen

While many people use sunscreen, other irritating ingredients such as cigarette smoke, dust and harsh and dry environments also damage your skin. There is a constant exchange of molecules between the air around you and your skin. If you’re having trouble breathing, you can be sure your skin is too. Protecting your skin with proper clothing and cleaner air will be on the rise in 2011. In addition to protecting from the sun, protection of your skin’s moisture barrier is indispensable. Hydration mornings and evenings are, of course, a necessary first step. But, what about hydration during the rest of the day? There is a new breed of spray on moisturizers that can maintain your hydration level without having to remove your make up. And don’t disregard your water intake either. Remember to drink at least 6, 8 ounce glasses of water every day to keep your body properly hydrated. Soft drinks don’t count, sorry.

And Finally

Taking care of your skin health and routine skin care are some of the most impactful ways in which you can

maintain your overall wellbeing. Proper hydration and protection of your skin, staying informed on advances and the usage of the right products will, in the long run, prove to be your best strategies for your overall long term skin health. After all, isn't your skin worth it? It just happens to be the most visible and largest organ in your body!

Written by Susan Parker, who interviewed Pedro Ortega Dardet, the President of Wilma Schumann Skin Care. Wilma Schumann Skin Care has been in the professional skin care business for over 25 years, www.wilmaschumann.com.

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