

# Forward Thinking: Fountain of Youth 2.0

Sprayable, drinkable and wearable antiaging solutions at the frontier of product development

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As a culture, we continually search for eternal youth. According to Mintel, the US antiaging skin care market reached \$1.6 billion in 2008, a 5% increase from 2007. There is a plethora of antiaging products available—and it's not just skin care. New launches range from makeup to hair care to fine fragrance to nutraceuticals to cosmetotextiles.

## Beyond Skin Care

Although antiaging facial skin care products is the fastest-growing segment of the facial skin care market, manufacturers are launching an array of antiaging products in other categories. Using Olay's skin care heritage and Cover Girl's makeup knowledge, Procter & Gamble co-branded to create Cover Girl & Olay's Simply Ageless foundation. It is "a breakthrough formula with Olay Regenerist Serum and SPF 22 [that] stays suspended over fine lines and wrinkles." Origenere, recently launched by cosmetic surgeon Antonio Armani, is a "naturally enhancing anti-age system" of hair and skin care products formulated with OrganoNutrients. *Ageless Fantasy* by Harvey Prince is a new women's fine fragrance that is "engineered to make you smell younger." The fragrance does not boast cosmetic activity, but rather employs accords such as grapefruit that are generally regarded as youthful; women who wear the scent are reportedly perceived by others to be at least eight years younger than their actual age.



## Drink Up

Beauty from within is on the rise as ingestible beauty drinks emerge. FunctionaLab is the newest player, offering beauty nutrition solutions sold exclusively at Henri Bendel. In the ready-to-drink market, SELF Beauty Elixir by Hansen's is "a low-calorie, functional, ready-to-drink beauty beverage infused with an essential blend of vitamins, minerals, natural fruit and botanical extracts with antioxidants that promote and support healthy skin and overall wellness."

## Skin Care Meets Textiles

Pushing the envelope further are cosmetotextiles—textiles with cosmetic properties. These products are designed to help fabrics enhance the user's skin. Borba's *Atomizer for Linen, Face, and Body* "helps moisturize, revitalize and fight signs of aging on skin" by depositing antioxidants on the user's skin and linens. Skin Glow Pillow by London Luxury LLC is infused with Cupron Copper that is "clinically proven to reduce the appearance of wrinkles." Skineez Skincarewear Anti-Cellulite Waist Slimmer "helps to firm, slim and smooth your skin while also reducing the appearance of cellulite." In the United Kingdom, Scala Bio-Fir Anti-Cellulite shaper features "Active Bio Crystals built into the microfiber yarn [that] absorb body heat and stimulate cell metabolism increasing blood flow to the skin."

Antiaging products are here to stay—watch as new antiaging ingredients and delivery systems surface in a variety of industries, creating new opportunities. **p&f**

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