

www.SkinInc.com

FEBRUARY 2020

SKIN INC.®



The Choice for Serious Spa Professionals & Owners

BLASTING

10 Sun Care Myths

Masterfully Waxing
Coarse Hair

The Glowing
Future of
Spray Tans

25 Industry Changes By

2020:

A Revisit

By Rob and Carol Trow, DermaConcepts

In 2010, we were asked to write an article on what we thought would be the top 25 changes to our industry by 2020.¹ Like many things in all of our lives, we didn't think much about what we prognosticated. When asked to look back at our 2010 article, it felt like we were in school being asked by the teacher to review our answers on an old exam. With great relief, after scrutinizing our "25 Industry Changes by 2020," every one of them came to pass. Yet, we failed to predict many emerging trends and the magnitude of others.

First, let's cover the good news! We were not as far off as we feared. It was our opening opinion that the coming decade (2010-2020) would usher in a demand for more clinical skin care with demonstrated efficacy, less controversial ingredients and the need for an expansion of technology for in-office procedures and at-home devices. It seems that we were spot on with these general themes.

Below, please find the major changes that were predicted and where we missed the mark. In many cases, we were on the right path but did not anticipate the magnitude of industry trends and changes.



PREDICTING TRENDS IN 2020



The rise of influencers led to “self education” and wacky trends.

Anti-aging Products

Anti-aging products would replace fluff and buff products. Consumers would be better informed and more impatient for results. However, we did not factor in the rapid ascent of social media, influencers and the self-education that clients garnered from YouTube, Google, Facebook, Instagram and direct to consumer marketing. As industry professionals, we have to learn how to combat false and misleading information, as this could become an unending task. Individuals always seem to want a magical, rapid solution to whatever skin care issue they are trying to address. Added to this was a brigade of company promoted, alleged wonder ingredients and devices that over-promised.

Clinical In-office Treatments

We anticipated that there would be a rise in the demand for high-quality back bar facial treatments. We missed the expanding trend for body treatments. Matt Taranto, a practice and thought leader in our industry, highlighted the expanding market for “off the face” treatments coupled with non-invasive devices for muscle strengthening and wellness.



Body treatment advanced drastically in the last decade.

State-of-the-Art Technology

We got the need for practices to invest in equipment and technology correct. Yet, we missed the nature of that technology. In the past few years, the advances in equipment for body treatments played a large role in increased revenue and results. CoolSculpting, CoolTone, EmSculpt and Emtone, to name a few, are gaining traction with the public and professionals alike. Aesthetic Business Institute surveyed over 100 practices and found general acknowledgment that muscle toning devices including Zeltiq and BLT are both popular and effective.² Lest we not forget, CO₂ fractional laser treatments remain a gold standard in skin rejuvenation despite the healing time.

Education for Professionals and Consumers

Our prejudice for the importance of continuing professional education was one of our prime trends. And, boy did we get that right. The expansion of professional education can be seen in the rapid rise in a new family of companies and organizations committed to professional education and a myriad of smaller organizations offering courses in injectables, cosmetic procedures, legal requirements, licensing, ever-changing state regulations and the use of lasers to both experienced practitioners and those wanting to get in on a cash-based family of services. Industry publications, especially *Skin Inc.*, are now offering regular webinars and fact-based information to inform and educate industry professionals.

Educating clients was predicated to be as important as the products and treatments themselves. This remains true. More and more medical professionals are seeking to become providers of cosmetic services, many by taking a weekend course offered by either the manufacturer, industry consultants or suppliers of neurotoxins and fillers. The changes in medical reimbursements for physicians contributed to this trend.

Sun Damage Awareness

The general awareness that a tan is a scar has gained recognition. Along with that knowledge has come an expansion and perfection of self-tanners and in-office professional tanning services. Safe sun has become a watch word for adults who are struggling to remedy their damaged skin as a result of a misspent youth with baby oil, iodine, reflectors and hours at the beach in search of a perfect tan. Most practices have skin scanners that can demonstrate to clients how damaged their skin is and use this as a means of outlining an in-office and at-home regimen to arrest and hopefully reverse the effects of sun damage. More and more spas are obtaining equipment like Canfield's VISIA or Reveal to play a role in patient education, product sales and demonstrating progress over time.

CBD

There are notable misses in our predications. The rise of CBD was something that totally escaped us. We remain a bit befuddled at all the claims being made of its efficacy as a skin care ingredient. There certainly needs to be more regulation of CBD products and refereed journal research to back up all the hype. At times, it seems like the wild west.



The rise of CBD was a huge and unexpected trend.

Needling

The general acceptance of medical needling as extremely efficacious has been heartening. Vivace's combination of RF with needling has been shown to offer material results. Bellus Medical's Skin Pen should be applauded as one of the first motorized needling pens to obtain FDA approval for use in addressing acne scarring. There are more than a handful of off-label treatments that are equally sound and many other companies offering needling instruments. It is likely that a new family of needling will emerge through the development of microneedling in the form of transdermal patches that will combine needling with ingredients that one would place on the skin with resulting enhanced delivery of ingredients. These patches may be either medical or cosmetic based on the length of needles and products.



The acceptance of microneedling has grown in the past decade.

PREDICTING TRENDS IN 2020



Peptides, polyhydroxy acids and retinoids have grown in popularity in the last decade.

Microbiome

The microbiome, now a household word, was off the radar in 2010. Simply put, it is the massive community of organisms that inhabit our body, both good and bad. Our industry is learning more about this daily and through the use of expanding nutraceuticals and topical products with skin being in and of itself a microbiome needing attention and education.

New Advanced Ingredients

While everyone understands and believes in vitamin A as a key ingredient in skin care products, no one anticipated a new family of retinoids would emerge so quickly including hydroxypinacolone retinoate, ethyl lactyl retinoate, glycerol retina and retinyl propionate, to list a few of the new generation of retinoids. In May 2008, Peter Pugliese, M.D., one of the industry's most respected researcher, authored a wonderful vitamin A article worth reading.³ At the same time, polyhydroxy acids may soon be replacing glycolic and salicylic acids in many applications.⁴

Growth factors are coming into their own with research supporting how effective they can be even while science is not definite on which factors are the most useful in skin health as reported by Leslie Bauman, M.D.⁵ Peptides are also emerging as a go-to ingredient, with many new formulations coming to market. It is our opinion that rather than relying on a single peptide, a synergistic cocktail of several is more likely to yield improvements in the appearance of skin and make more effective skin care products. These are meant to list but a few of the expanding retinue of advanced state-of-the-art ingredients.



LED will only continue to grow in the industry.

LED

There have been recent advances in LEDs for use in anti-aging, problematic skin care and wound healing through red, infrared, blue and yellow light. There is a plethora of at-home LED hand-held devices. More research is on the horizon to demonstrate its effectiveness. While some are offering green light to address pigmentation, the authors have found no objective research to support that claim. A new family of products based on photo-dynamic therapy to address the appearance of fine lines, wrinkles and pore size are coming to market, all based on the use of aminolaevulinic acid, initially used to treat nonmalignant skin cancers. The application of LEDs in skin care treatments is just beginning. LED will become more part of the future due to its safety, proven effectiveness and multi-pronged uses, especially with the advent of photodynamic light activated skin care products.

Microcurrent

Microcurrent is coming of age, especially with the advent of third generation Pico current. Both in-office and at-home devices using this technology have shown impressive results. Initially thought of as a gimmick, it has been demonstrated to be highly effective, especially if used in a series of treatments over time. Newer devices use technology that measure the skin impedance to ensure the correct dose of energy is being used, rather than the older devices that would make the muscles twitch or jump resulting in a depletion of energy reserves.

Early Prevention of Aging

Dr. Louis Malcmacher,⁶ a founder of the American Academy of Facial Esthetics, sees younger millennials rushing to take care of their skin and prevent the signs of aging before they develop. These clients are often self-educated and are seeking non-invasive treatments with most looking to avoid at invasive surgeries. They are starting on regimes of neurotoxins, fillers, lasers and medical-based skin care products coupled with a myriad of at-home devices at an early age. But, as with many things, buyer beware of at-home devices, products and professionals that make extraordinary claims that sound too good to be true, which turns out to be the case all too often.



People are looking into prejuvenation more and more.

Customization

Bespoke was a term more used for custom made Saville Row suits than the cosmetic industry. Not anymore. Clients want and need customized skin care regimes based on their own skin analysis, a series of in-office treatments addressing multiple concerns and at-home topical and nutraceutical products. This is where the use of skin analysis devices that we spoke of previously really come into play. They typically generate a report that assesses the client's skin conditions, allowing the provider to customize a plan specifically for that client.

Relationships and the Art of Listening

As we concluded in 2010, spa professionals will have to be better educated in science and technology while becoming adept at communicating this information to their clients. Our success will be based on becoming better educators rather than the proverbial sales persons. A mistake we often make in our rush to offer solutions is that we forget one of the most valuable aspects of our role which was important in 2010 and remains today: listen first, ask questions and then thoughtfully offer your advice. We are still in a relationship environment. All things being equal, people like to deal with people they like. Even if things are not equal, they still migrate to those they like and trust. ✂

REFERENCES

1. www.skininc.com/spabusiness/trends/110997444.html
 2. Aesthetic Business Institute, 2019 Aesthetic Industry Market Report
 3. www.skininc.com/skinscience/physiology/18057409.html
 4. www.medestheticsmag.com/cutting-edge-ingredients
 5. www.allure.com/story/growth-factors-in-skin-care-penis-facial
 6. Malcmacher, Louis, email to R. Trow (September, 27, 2019)
- (Websites accessed Dec. 18, 2019)



Carol Trow has 20 years of experience in the medical skin care field working with Environ. Trow and her husband own DermaConcepts, the exclusive United States distributor of Environ Skin Care. She can be reached at carol@dermaconcepts.com



Rob Trow has published more than 100 articles on skin care science and practical business solutions. Trow frequently speaks about topics of interest at national and international meetings, as well as to medical spas, estheticians and physicians. He can be reached at rob@dermaconcepts.com.