



AESTHETIC AND COSMETIC DERMATOLOGY (LASERS SEPARATE CATEGORY)

AN ANTI-AGEING TOPICAL INNOVATION

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Background: Among consumer studies and market analyses, the primary global skincare goal is anti-ageing. With 71% of patients in their 30's and 40's citing fine lines as their main concern, and millennials starting anti-aging products as early as 26-years old, the united demand is undeniable. Yet, 92% of women believe their current anti-ageing cream provides only minimal benefit and therefore the need for an effective product is paramount. The cosmetic conundrum also exists that over-the-counter creams yield negligible results, and stronger prescription agents cause unwanted irritation, downtime, and therefore poor compliance.

Objective: To assess the efficacy potential of a novel topical agent that combines synthetic growth factors and biomimetic technology- a multimodal benefit platform- at yielding both immediate and cumulative benefits.

Materials and Methods: A 12-week monadic clinical trial with 40 subjects was performed using bioinstrumentation analysis (Corneometer, Cutometer, Antera Image Analysis, and DermScan High Resolution Ultrasound) and subjective grading (self-assessment questionnaires, expert grading, and digital images).

Results: At each time point throughout the 12-weeks, all measured attributes showed statistically significant improvements, with 97.6% of subjects demonstrating improvement in their overall skin appearance by study completion. Starting at week-2, over 80% of patients displayed notable quantitative changes in hydration, skin firmness, and elasticity with no cutaneous irritation or downtime reported. High Resolution Ultrasound further demonstrated momentous alterations in dermal thickness and density which translated into visible improvement of fine lines and wrinkles. Expert assessment further noted qualitative improvements in textural smoothing and radiance.

Conclusion: By combining the latest biomechanical delivery systems with advances in cosmetic chemistry, this new topical represents a pivotal stride in effectively mitigating and reversing cutaneous ageing- a foremost concern amongst consumers. Through comprehensive remodeling of the epidermis and dermis, the anti-ageing results seen in as little as 2-weeks from this new formulation remain impactful.

