

**TRIPLE DEFENSE BRIGHTENING COMPLEX, GLYTONE**

Glytone is adding a new moisturizing cream, Triple Defense Brightening Complex. It is formulated with broad-spectrum sun protection and a unique anti-pollution complex to defend the skin against environmental aggressors and visibly improve the appearance of unwanted dark spots as it brightens for a more radiant, even skin tone. It is indicated for hyperpigmented skin, dark spots, photo-aging, and post-inflammatory discoloration. The product leaves a matte finish, and is fragrance- and paraben-free, hypoallergenic, and non-comedogenic. The product will be available in March 2017. [glytone-usa.com](http://glytone-usa.com)



**HYDRATING SUNSCREEN BALM SPF 50+, AVÈNE**

Avène's new Hydrating Sunscreen Balm 50+ offers broad-spectrum, highly water-resistant (80 minutes) protection in portable stick form for on-the-go application. The product is ideal for sun-sensitive, often-forgotten areas including ears, nose, lips, eye contour area, and scars. The balm carries the Skin Cancer Foundation Active Seal of Recommendation and the Skin Cancer Foundation recommends this product as an effective broad-spectrum sunscreen. Formulated with a non-irritating UVA/UVB filter system with Titanium Dioxide (1%), Zinc Dioxide (3%), Octinoxate (6%) and Octocrylene (6%), it provides broad-spectrum UVA and UVB protection and also provides 24-hour hydration (hydrators include Hyaluronic Acid, Glycerin, Lavender extract and Aloe Barbadosensis Leaf). Vitamin E (Tocopheryl Acetate) offers powerful antioxidant protection and emollients, including Shea Butter Ethyl Esters, aid in restoring skin's protective barrier. The product is fragrance-, paraben- and oil-free, and hypoallergenic and non-comedogenic. The product will be available in April 2017. [aveneusa.com](http://aveneusa.com)



**INTRADERM INTRODUCES TWO NEW PRODUCTS—RU-25 AND CLO-1**

Two New Products from Intraderm are now available. The company's RU-25 Urea Dermal Foam is formulated to soften and moisturize dry skin and to exfoliate and repair the natural skin barrier. It is proven to moisturize and manage callused, thick, and cracked skin. The foam vehicle is composed of water and a well-defined mixture of free and physically bound fatty acids, with the major lipid components being stearic and palmitic acid. It also contains Urea 25%.



The company also introduced CLO-1 Antifungal Foam. The foam provides effective broad spectrum, antifungal topical relief of redness, irritation, scaling, cracking, itching, and burning skin through a unique foam delivery technology. It eliminates fungus, and repairs the skin, according to the company. [Intraderm.com](http://Intraderm.com)

**ZO SKIN HEALTH INTRODUCES ORASER CELLULITE CONTROL CREAM**

ZO Skin Health's new Oraser Cellulite Control is formulated to offer instant firming effects, visibly improve the skin's texture, and reduce the appearance of cellulite. In addition to smoothing skin and diminishing the "orange peel" appearance, the crème also helps improve microcirculation, reduce skin contour, encourage the production of collagen for firmer skin, and restore hydration to support a healthy skin barrier function. Oraser Cellulite Control contains a blend of ingredients that reduce thigh contour appearance. Plankton extract provides a slimming and toning effect by increasing cellular and tissue metabolism, which in turn improves muscle tone. Saccharide isomerate minimizes new "nightly" fat deposits by interrupting the body's natural circadian rhythm, as well as stimulates new collagen for added firming benefits. Caffeine, coenzyme A, and carnitine accelerate the breakdown of fat tissue by enhancing metabolism, and carrageenan extract provides instant firming and tightening effects to visibly improve skin texture and the appearance of cellulite. Phosphatidylcholine stimulates fat-destroying lipase enzymes, a vital digestive enzyme that helps the body process and absorb fat. The product will be available in March. [Zoskinhealth.com](http://Zoskinhealth.com)

**NEW FROM COPPERTONE:  
WHIPPED SUNSCREEN**

Coppertone is rolling out new Whipped formula sunscreens. The new formulas are available in the CLEARLYSheer and WaterBABIES Pure & Simple line. “For my patients, one of the biggest barriers to using everyday sun protection is that they dislike how the products feel on skin,” says Elizabeth K. Hale, MD, Clinical Associate Professor of Dermatology at the New York University School of Medicine and consultant to the makers of Coppertone® products, in a news release. “Whipped sunscreens not only solve this problem, they also improve the likelihood that people will reapply to themselves and their children, which is essential for protecting their skin against UVA and UVB rays.”



COPPERTONE CLEARLYSheer Whipped Sunscreens are available in SPF 30 and 50. Coppertone WaterBABIES Pure & Simple Whipped Sunscreen is available in SPF 50.

Alongside the new Coppertone Whipped launches, the company is also introducing Coppertone WaterBABIES Pure & Simple Free Sunscreen, Coppertone Sport Stick SPF 50, Coppertone WaterBABIES Pure & Simple Stick SPF 50, and Coppertone Sport Lip Balm SPF 50. [Coppertone.com](http://Coppertone.com)

**NEOSTRATA DEBUTS  
EXUVIANCE AGE  
REVERSE HAND  
REJUVENATOR**

NeoStrata Company, Inc. introduced Exuviance AGE REVERSE Hand Rejuvenator, an intensive two-step peel. This 10% Citric Acid Peel



gently exfoliates rough patches, uncovering smooth skin and preparing hands for the Exuviance AGE REVERSE Hand Rejuvenator Cream.

Exuviance Hand Rejuvenator is available at [Exuviance.com](http://Exuviance.com), ULTA and select prestige beauty retailers nationwide. [Exuviance.com](http://Exuviance.com)

**PURACAP: VIDEO AVAILABLE TO EDUCATE  
FAMILIES, CHILDREN**

A new video from PuraCap Pharmaceutical explores the effects of childhood eczema and how parents and kids can find relief. The video can be downloaded by visiting [bit.ly/PuracapVideo](http://bit.ly/PuracapVideo).

As many as one out of every three kids suffers from this chronic skin condition. Beyond the constant itching, irritation, and distraction caused by this skin disease, many children also endure bullying, teasing, and a hit to their self-esteem due to the inflamed, rough patches. When left untreated, eczema, which may begin during infancy, continues on into the child’s teenage years and often lasts into adulthood. In fact, according to a survey by PuraCap Pharmaceutical, six in 10 adults report lower confidence as a result of eczema.



While many dermatologists agree that repairing the skin barrier is key to successful treatment, PuraCap says 50 percent of consumers are not familiar with skin barrier repair products. In fact, the number one treatment used to combat eczema is over-the-counter moisturizers, which may grant temporary relief, but don’t provide lasting hydration or any repair.

“Eczema-afflicted skin has fundamental issues with the protective skin barrier,” shares Dr. Jessie Cheung, Board-certified Dermatologist in Illinois. “EpiCeram replenishes the lost lipids in the skin with a unique blend of ceramides, cholesterol, and free fatty acids to help rebuild the skin barrier and bind moisture in the skin while keeping irritants out.”

With a unique controlled-release technology, EpiCeram delivers 24-hour barrier repair benefits with just twice-daily application. EpiCeram is only available by prescription. [epiceram-us.com](http://epiceram-us.com)

# Therapeutic Focus: OTC Products

**GALDERMA’S OTC DIFFERIN GEL  
HITS STORE SHELVES**

Galderma’s Differin Gel 0.1% (adapalene) is now available over the counter (OTC) at major retail and drug

stores. Galderma officially launched the gel at a New York City media fete, and the skin care company came out of the gate in a very big way with a new commercial, a splashy digital campaign, a celebrity spokesperson and

# Therapeutic Focus: OTC Products

of course, a hashtag: #differin. The coming-out party was appropriately held at the Nestle Skin Health SHIELD (Skin Health Investigation, Education and Longevity Development) Center in Manhattan, and celebrity spokesperson Ashley Benson, star of *Pretty Little Liars*, opened up about her struggle with acne.

Differin Gel 0.1% (adapalene) was approved for over-the-counter use in July 2016, and has been available in stores since January 2017. In addition to the gel, the new OTC line includes Differin Balancing Moisturizer and Differin Balancing Cleanser.

Adam Friedman, MD, FAAD, associate professor of dermatology in the department of dermatology, Residency Program Director and Director of Translational Research at George Washington School of Medicine and Health Sciences in Washington, DC, was on hand to discuss some of the commonalities seen in acne patients like Benson and why having an OTC retinoid is so significant.

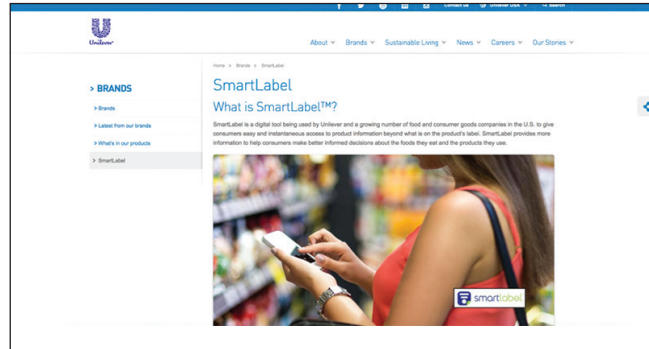
“Every acne patient is unique but there are some commonalities including frustration,” he says. Patients are often frustrated that they are still breaking out even when their teen years are long gone, and they are also often disheartened that insurers won't cover the costs of their acne prescriptions, he says.

Access is the real game changer, he says of the new Differin OTC gel. “Retinoids get into the skin where they tame inflammation and prevent clogged pores in the first place,” he says.

Differin Gel will retail for around \$13.99 for .05 oz. (up to 30 day use) and \$29.99 for 1.6 oz. (up to 90 day use).

## UNILEVER US ANNOUNCES NEW FRAGRANCE TRANSPARENCY INITIATIVE

Unilever United States launched a new transparency initiative to provide people with access to additional fragrance ingredient information for its personal care products. The initiative goes beyond labeling require-



ments to provide in-depth product and ingredient information.

This year, Unilever will begin to voluntarily expand its current product ingredient lists available through SmartLabel™ to include the fragrance ingredients in a product's formulation above 0.01% (100 parts per million). Unilever aims to complete the SmartLabel updates by the end of 2018.

Unilever is also launching a new webpage that provides additional product information, including its approach to developing safe products, explanations of ingredient types, answers to common questions, and access to SmartLabel.

“We believe this initiative will help consumers know more about the products they use every day and build further trust for their favorite Unilever personal care brands,” said Tamara Rogers, EVP Personal Care, Unilever United States.

In addition, several of Unilever's US personal care products are voluntarily labeled to meet the European Union's current fragrance allergen labeling regulation. Unilever will expand this to its full US personal care portfolio.

All of Unilever's US food and mass market personal care products — totaling 1,800 products — currently participate in SmartLabel. As a US industry initiative, SmartLabel provides people with an easy and fast way to get more information about their favorite products—beyond what can be provided on pack.

“Transparency is fundamental to running a sustainable business,” said Kees Kruijthoff, President, Unilever North America. “Through SmartLabel and What's in our Products, we are meeting the needs of our consumers who are increasingly mobile, online, and actively searching for products that are made responsibly and sustainably.”

For more information, visit [www.unileverusa.com/brands/smartlabel/](http://www.unileverusa.com/brands/smartlabel/). ■