

Cosmetics vs Cosmeceuticals Why to Choose Cosmeceuticals?

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Abstract

The global trend in the cosmetic industry towards developing 'medicinally' active cosmetics, and in the pharmaceutical industry towards 'cosmetically' oriented medicinal products. All cosmeceuticals claim to contain functional ingredients with either therapeutic, disease-fighting or healing properties. It provides external aesthetic benefits; the additional medicinal properties of cosmeceuticals are based on molecular structure, biological function relationships, and modes of action related to healing, anti-aging, free radical rampage reduction, dead epidermal cell exfoliation, and so on. In cosmeceuticals the importance to know the interaction between skin and cosmeceuticals which could even be influenced by environmental fact.

Online reviews and beauty blogs have created a community of peer reviewers that we encourage trust in Beauty Brand's. The science of it all remains extremely crucial in making informed decisions for your skin. More than just Cosmetics, "Cosmeceuticals" is a term that every beauty junkie should learn more about this 2018. This study paper speaks about the science behind cosmeceuticals and how to make informed decisions when choosing beauty products.

Today's Cosmeceuticals are serving as a bridge between personal care products and pharmaceuticals; there is no regulatory category for Cosmeceuticals; hence this review tries to understand regulatory scenario as well the difference between drug and cosmetics is enlightened. The paper is an earnest endeavor to evaluate a Cosmeceutical product that claims a beneficial physiologic effect. This review paper is to give recent knowledge about the latest trend of cosmetic industry New challenges will also be presented to government regulatory agencies as more chemicals with true biological activity are invented and tested.

Introduction

Cosmeceuticals are the future generation of skin care. They are the advances made with the world of Cosmetic Dermatological products and the new trending era in skin care. The concept was propounded by Dr. Alber Klingman states that "The cosmeceuticals are topical agents distributed across a broad spectrum of materials lying somewhere among the pure cosmetics (lipsticks and rouges) and pure drugs (corticosteroids and antibiotics), they partake of both category".

Cosmeceuticals improve the appearance, but they do so by delivering nutrients necessary for healthy skin and treats medically on impaired skin cells.

According to the United States Food and Drug Administration (FDA), the Food, Drugs, and Cosmetics Act; a product can be a drug, a cosmetic, or a combination of both, but the term "Cosmeceuticals" has no meaning under the law". So the term Cosmeceuticals is not recognized by the Federal Food, Drug, and Cosmetic Act. Cosmeceuticals active ingredients are constantly being developed by big and small corporations engaged in pharmaceuticals,

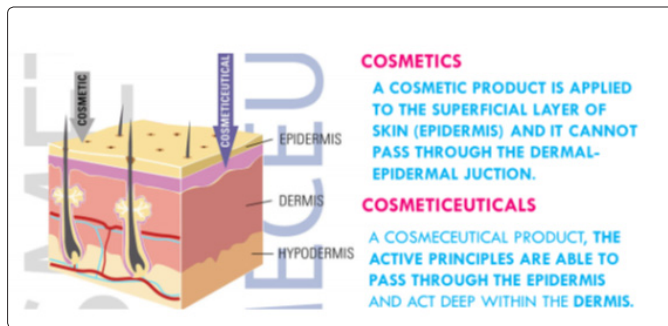
biotechnology, natural products, and cosmetics, while advances in the field and knowledge of skin biology, pharmacology, advanced computerized designs, GMP and Nano science have facilitated the cosmetic industry's development of novel active compounds more rapidly.

Desirable features of Cosmeceuticals agents are efficacy, safety, formulation stability, technology transfer, cruelty free standards, computer aided designing's, novelty, and patent protection, regulatory bodies, metabolism within skin and inexpensive manufacture. Cosmeceuticals contains naturally derived ingredients and synthetics too, but all contains functional ingredients with their therapeutic, disease-fighting and healing properties.

Cosmetics vs Cosmeceuticals

Cosmetics and skin care products are the part of everyday grooming. Protecting and preserving the skin is essential for maintaining good health. Our skin, the largest organ in the body, separates, and protects the internal environment from the external one by acting as a barrier. Environmental elements, air pollution, exposure to solar radiation as well as normal aging process cause cumulative damage

to building blocks of skin – DNA, collagen, and cell membranes. Use of cosmetics or beauty products will not cause the skin to change or heal; these products are just meant to cover and beautify. But a cosmeceutical product will have active ingredients which acts much lively to protect, heal and prevent damage to the skin.



Cosmeceuticals are aimed at modifying specific problems relating to the deeper or superficial surfaces eg. Superficial scalp. These shampoos are formulated around one or more specific ingredients selected for their clinical effectiveness in these conditions. Accordingly, current antidandruff ingredients are virtually all-effective antifungal agents - zinc pyrithione, octopirox, and ketoconazole.

Hair growth stimulants cannot be expected to have any impact on hair growth factors due to short- contact time and water dilution.

Example: A minoxidil- related compound (2, 4-diamino-pyrimidine-3- oxide) is a cosmetic agent with claim of acting as a topical hair growth stimulant. Recent approval in the United States of two new products, Propecia and Rogaine Extra Strength (Minoxidil) 5%, indicated in men to promote scalp hair growth, have added a new dimension to treatment options offered by physicians in treating androgen etic alopecia.

Know the Difference:



The Level of Active Ingredients

Cosmetics may but normally do not have active ingredients and if they do have active ingredients they are not at the scientific proven levels or in the correct delivery system to benefit the skin. Because cosmetic are “self-diagnose” and choose a skin care product that is easily available from a drug or department store. The cosmetics must be made safe because big cosmetic companies cannot afford to have masses of consumers having adverse reactions to their products. So, cosmetic skin care product will feel good and smell good, but it won't have a deep effect on the skin or skin health.

Cosmeceuticals To be classed as a cosmeceuticals, active ingredients must be at the scientifically proven levels of concentrations that have a positive effect on the skin. They must be in a delivery system that ensures that the active ingredients can penetrate the skin correctly. A Cosmeceutical product differs by stepping up with higher concentrations of active ingredients and often a variety of these active ingredients combined. This stronger formulation has the ability to bring about visible changes to the skin making it a results-focused product.

Where to Find the Products

It is forbidden by law to sell a product over the counter without medical prescriptions, if it contains ingredients that can penetrate or change the physiological functioning of skin. If the product contains such ingredients, then it is classified as a pharmaceutical products (actually cosmeceutical, but because of there are no regulations for the term it is mentioned as pharmaceutical) and can be sold only with a doctor's prescription.



Cosmetic products are widely accessible, available from supermarkets, department stores and salons.

Cosmeceuticals are only available from Medi Spas, Paramedical skin clinics, Dermatologists, Cosmetic and prescribed by a skin professional. By having a profession skin diagnosis your will be prescribed the correct skincare that will lead to amazing results.

Results after Using the Products

Cosmetics The only thing that can go wrong is if you have incorrectly diagnosed your skin type and purchase the incorrect products. Cosmetics cannot penetrate the epidermis to access the deeper layers of the skin. So, while cosmetics may refresh your complexion for a few hours, they cannot create structural changes or deliver long-term results. A Cosmetic will effectively maintain your skin by providing somewhat temporary results.

Cosmeceuticals when applied to the skin the active ingredients are able to reach the deeper dermal layers of skin to allow them to work on the skin and be able to make noticeable changes in the skin. These changes can include reducing acne severity, re-hydrating the skin, diminishing the appearance of aging and sun damage, and promoting a healthy, radiant complexion.

Cosmeceutical products have been scientifically developed to produce impressive, fast-acting and noticeable results to correct skin concerns to penetrate the skin's surface to promote change on a cellular level and improve the skin in the long term. You don't need a specific skin concern to use cosmeceuticals if you're keen to maintain youthful, healthy skin for as long as possible.

Why to Choose Cosmeceuticals?

Cosmeceuticals refers to the combination of cosmetics and pharmaceuticals. Cosmeceuticals are cosmetic products with active

ingredients purporting to have medical or drug-like benefits that are known to be beneficial in some way. Dermatological research suggests that the bioactive ingredients used in cosmeceuticals have benefits beyond the traditional OTC brands and products.

Cosmeceutical ingredient formulations are stronger than regular OTC skin care products. For example, vitamin C is a known antioxidant, and when added to a lotion or cream, it is considered a cosmeceutical. Same goes for products with ingredients like retinol or peptides.

The active ingredients like vitamin C, retinol and peptides have important considerations in different skin conditions. These are the kinds of ingredients that make a change the damaged skin such as Sun spots, melasma, hyperpigmentation, fine lines and wrinkles.

Cosmeceuticals contain a higher amount of active ingredients that you can purchase without a prescription and they penetrate deeper into the dermis of your skin. Cosmeceuticals penetrate through the epidermis to the dermis where your collagen, elastin and new skin cells reside while drugstore brands penetrate through the epidermis only.

When your collagen and elastin break down, skin loses elasticity and looks loose and even creepy instead of tight and plump. It is very hard to replace collagen and elastin after it's been damaged. This is why using effective cosmeceutical skin care products on a daily basis can help preserve and protect what you have. To boost collagen, elastin and speed up cell turnover as this is what makes healthy skin.

Knowing the difference between a cosmetic product and a cosmeceutical product, helps to select the right one according to the one's skin need. If there is a need only for beautifying and covering up the flaws on the skin cosmetics will help. But if the flaws or the impairment is to be repaired or healed, choosing a cosmeceutical product is the best choice.

Types of Cosmeceuticals

Skin Care Cosmeceuticals

This includes the range of cosmeceutical products which are applied over the surface of the skin to protect, heal or repair the skin.

Skin care cosmeceuticals products are categorized according to their application and skin needs, for example sunscreens are used to protect the skin from sun exposure, UV radiations and sun damage, where an acne or pigmentation cream is used to repair the damaged skin cells.

Sunscreen

Use of sunscreen will limit the exposure to sun's harsh rays and prevents early wrinkling and skin cancer. Sunscreens are also used to prevent and heal sunburns.

Types of sunscreens: chemical and physical.

Chemical sunscreen agents protect the skin from the sun by absorbing the ultraviolet (UV) and visible sun rays, while physical sunscreen agents reflect, scatter, absorb, or block the rays.

Sunscreen products comprise more than one active ingredient and each active ingredient will be added upon its unique property. For example, an ingredient that provides protection against the ultraviolet A (UVA) sun rays and another ingredient that protects

from the ultraviolet B (UVB) sun rays, which are more likely to cause sunburns than the UVA sun rays. Ideally, the purpose of added more than one active ingredient is to give coverage for both protection against both UVA and UVB sunrays.

Anti-aging cosmeceuticals

Aging may be intrinsic or extrinsic. The aging process at any time depends on the outcome of dynamic interactions between biological (intrinsic), psychological (intrinsic and extrinsic) and environmental factors. The final pathway to all the mechanism of aging is apparently the same and involves disruption of the network of collagen and elastin. Antiaging cosmeceuticals are therefore designed to repair and/or maintain the body's maintenance and repair systems-so called MRSs. These formed the grounds for products like cosmeceutical peptides which may contain neurotransmitters, signal peptides or carrier proteins. Up to 500 peptides have been characterized and are theorized to increase growth factor.

These products improve the functioning/texture of the skin by encouraging collagen growth by combating harmful effects of free radicals, thus maintaining keratin structure in good condition and making the skin healthier. Novel cosmetic creams or gels with active ingredients and water-soluble barrier disruption agents such as vitamin A palmitate have been developed to improve the deteriorated or aged skin.

Hyperpigmentation products

The changing of color intensity of the skin to darker hue, which is due to an increased amount of melanin in the epidermis, the dermis, or both. This change can be due to 2 pathophysiologic processes: melanocytosis (increased number of melanocytes) and melanosis (increased amount of melanin). Standard dermatologic agent for skin lightening is hydroquinone but its safety is questionable, leading to the use of alternative agents such as retinoid, mequinol, azelaic acid, arbutin, kojic acid, aleosin, licorice extract, ascorbic acid, soy proteins, and N -acetyl glucosamine.

Acne products: Acne vulgaris is a common chronic skin disease involving blockage and/or inflammation of pilosebaceous units (hair follicles and their accompanying sebaceous gland).

Acne can present as non-inflammatory lesions, inflammatory lesions, or a mixture of both, affecting mostly the face but also the back and chest.

Acne problems can be treated with ingredients such as benzoyl peroxide, topical antibiotics like clindamycin and retinols (vitamin A derivatives).

Hair Cosmeceuticals

The appearance of the hair is a common concern feature of the humans, Hair Cosmetics are used for the treatment of hair are applied topically to the scalp and hair. One can modify the length; color and style of hair according to how one wish to appear.

Hair care, color, and style play an important role in people's physical appearance and self-perception.

The development of hair cosmeceuticals with physiologically active ingredients, for different hair care and styling products such as

Hair shampoos: which have primarily been aimed at cleaning the

hair and scalp, current formulations are adapted to the variations associated with hair quality, hair care habit, and specific problems such as treatment of oily hairs, dandruff and for androgenic alopecia related to the superficial condition of the scalp.

A hair cosmeceutical product includes - conditioning agents, special care ingredients, and hair growth stimulants.

Conditioning agents are intended to impart softness and gloss, to reduce flyaway and to enhance disentangling facility. Ingredients mostly found in conditioning agents are fatty ingredients, hydrolyzed proteins, quaternized cationic derivatives, cationic polymers, and silicon's.

Special care ingredients are aimed at modifying specific problems relating to the superficial scalp. eg dandruff shampoos these shampoos are formulated around one or more specific ingredients selected for their clinical effectiveness. These antidandruff shampoos contain ingredients such as antifungal agents - zinc pyrithione, octopirox, and ketoconazole.

Hair growth stimulants such as a minoxidil- related compound (2, 4-diamino-pyrimidine-3- oxide) is a cosmetic agent with claim of acting as a topical hair growth stimulant. Its target of action has been proposed to be the prevention of inflammation and perifollicular fibrosis.

Botanical Cosmeceuticals

Cosmeceuticals which contains botanical ingredients such as plant extracts or plant derived ingredients. These often include grape seed extracts, oatmeal, Aloe Vera, mushrooms, olive oil, green tea, licorice, coffee Arabica and coffee berry extracts. Antioxidants play a large role in the MRSs. This may explain incorporation of Vitamins C and E into cosmeceuticals sometimes called better cosmeceuticals. Better cosmeceuticals may also contain niacinamide and kinetin.

The other functional ingredients include butcher's broom, chamomile, and vitamin E, antioxidants -vitamins A, C and E, green tea and tiare flower, Ginkgo biloba and also cucumber, calendula and a-bisabolol, an active constituent of chamomile, to calm irritated skin.

Other Cosmeceuticals

The eye wrinkle cream helps forestall the signs of aging and generally contains wheat germ and corn oil, squalene and carrot extract. Eye firming fluid has aosalin, an algae extract from seaweed that helps the skin to maintain elasticity. A key ingredient in the eye lifting moisture cream - that treats puffiness, irritation, and also protects against future skin damage is yeast which helps to plump up the wrinkles. There are numerous cosmeceutical eye creams that nourish the skin with natural emollients and beneficial nutrients.

Dental and oral care cosmeceuticals: which are useful for providing a substantive composition on the surfaces of oral cavity, which can provide prophylactic, therapeutic, and cosmetic benefit?

Mechanism of Action of Cosmeceuticals

The modern cosmeceutical products acts functionally

Ten Basic Cosmeceutical Mechanism of Action		
Sl. No.	Mechanism of Action	Cosmeceutical Example
1	Activate a receptor	Retinoids: Tretinoin, Retinol
2	Enhance barrier function	Moisturizers based on petrolatum, silicone, mineral oil, glycerin
3	Increase exfoliation	Salicylic acid
4	Normalize cellular repair	Copper peptides
5	Decrease inflammation	Green tea
6	Inhibit oxidation	Lacto bionic acid, vitamin E
7	Provides a cellular messenger	Pentapeptides
8	Regulate cellular communication	Hexapeptides
9	Modulate pigmentation	Avobenzone, micronized titanium dioxide
10	Deliver photo-protection	Avobenzone, micronized titanium dioxide, micro fine zinc oxide

Cosmeceutical Chemicals and Common Ingredients

Skin care cosmeceutical ingredients are classified based on application, such as anti-ageing, sun-protection, skin-whitening, anti-acne, other professional skin care products. The hair care cosmeceuticals segment consists of products that target issues such as hair growth, anti-dandruff and other like hair colour protection. Other cosmeceutical products such as lip are, tooth whitening, anti-cellulite contains unique ingredients.

Natural Ingredients

Currently, synthetic ingredients are dominating the cosmeceutical ingredient market, however due to increased incidences of allergies and side effects, in addition to environmental concerns with synthetic ingredient use; there is a consumer preference for natural ingredients in cosmetics. Consumers tend to believe that natural ingredients have a lower negative impact on their bodies and the environment. In Western Europe, there is a growing trend for naturally derived cosmeceuticals, including certified organic products.

Multifunctional Ingredients

In general, to limit the number of cosmetic products that we use in everyday beauty regime, leading to growing popularity of multifunctional ingredients in cosmetic formulations. For cosmetic products to be multi-functional as well as be easy to formulate, the ingredients that they contain must preferably be multi-functional for optimized product volume. Manufacturers are gradually shifting from marketing commoditized cosmetic ingredients to specialty and multi-functional cosmeceutical ingredients.

The Anti-Ageing Products

The demand for anti-ageing products is high among consumers between the ages of 25 to 35 in Western Europe and between 40 to 60 ages in India. Preventive cosmetics, including cosmeceuticals are formulated in order to slow down the ageing process.

Proteins and Peptides

The cosmetics that reduce facial wrinkles, a mark of aging, have resulted in the need for effective topical peptides and proteins. These ingredients are preferred to surgical injectable solutions because they have perceived as less risky due to their non-invasive nature and the lack of potential for pain.

A commonly used peptide in skin care is palmitoyl (oligopeptide) or pentapeptide-neuropeptide that reduces fine wrinkles.

Few Cosmeceutical Chemicals Used As Ingredients

Chemical/ Ingredient	Source/description	Function / uses
Boswellic acids	Boswellia serrata	<ul style="list-style-type: none"> To inhibit the enzymes responsible for Inflammation (5 - lipoxygenase) and damage of the skin.
Tetrahydrocurcuminoids	White (colour free) curcuminoids of turmeric (curcuma longa) carnosic acid, cosmarinic acid, ursolic acid from rosemary extract	<ul style="list-style-type: none"> Anti-oxidants To facilitate the tissue damage and restoring the healthy status of skin
Retinoid	A vitamin A derivative	<ul style="list-style-type: none"> Antiaging compound Antioxidants Correction of epidermal atrophy, Deposition of new collagen, Generation of new vessels, Enhancement of mitogenesis, which promotes the shedding of melanin-laden keratinocytes, resulting in bleaching and subsequent depigmentation. The ability of topical tretinoin to improve the appearance of aged and photo-damaged skin by reducing wrinkles, decreasing laxity, bleaching hyper pigmented spots
Hydroxy acids	Organic carboxylic acids classified into alpha hydroxy acids (AHAs) and beta hydroxy acids (BHAs) according to their molecular structure.	<ul style="list-style-type: none"> AHAs: glycolic acid, lactic acid, citric acid, mandelic acid, malic acid, and tartaric acid Decrease the signs of aging BHAs: aromatic compounds. Eg. Salicylic acid, it has dermolytic properties and helps in various xerotic and ichthyotic disorders.
Vitamin C		<ul style="list-style-type: none"> Hydroxylation of procollagen, proline, and lysine. Improves and normalizes the changes caused by photo damage.
Vitamin E	(alpha-tocopherol) major lipophilic antioxidant in plasma	<ul style="list-style-type: none"> Arrest of chain propagation in lipid peroxidation by scavenging lipid peroxy radicals, hence protecting the cell membrane from destruction. Vitamin E topically applied before UV irradiation has been shown to reduce erythema, edema, sunburn cells, immune suppression caused by sunlight, and DNA adducts formation.
Panthenol	Alcohol analog of vitamin B-5	<ul style="list-style-type: none"> Humectant Panthenol is converted in the skin to pantothenic acid, which is an important component on coenzyme an essential for normal cellular metabolism.
Lipoic acid	Free radical protector	<ul style="list-style-type: none"> Lipoic acid crosses the cell membrane; it is broken down into dihydrofollic acid, which is also an antioxidant.
Niacinamide		<ul style="list-style-type: none"> Increased epidermal turnover and exfoliation Topical niacin and niacin amide has a synergistic antiaging cutaneous effect in people
Dimethylaminoethanol	(DMAE)	<ul style="list-style-type: none"> Improve skin firmness and lift sagging skin A free- radical scavenger
Melatonin	Hormone secreted by the pineal gland	<ul style="list-style-type: none"> Scavenge free radicals and augment the activities of antioxidant enzymes. Suppresses UV radiation-induced erythema.
Catalase	Enzyme present in almost all cells of the human body	<ul style="list-style-type: none"> Catalyzes the decomposition of hydrogen peroxide to water and oxygen. High amounts of this enzyme in the skin can impart antioxidant activity.
Polyphenols	Polyphenolic compounds (e. g, catechins, flavonols, thioflavins, thearubigins), also known as Epicatechins	<ul style="list-style-type: none"> Antioxidant When tested against human keratinocyte cells stressed by UV- B irradiation, showed high antioxidant properties.
Allantoin		<ul style="list-style-type: none"> Promotes cell proliferation, aiding in the healing process. Skin protectant, An epithelization stimulant and a chemical debrider. Cleans away necrotic tissue, has tuning the growth of new healthy tissue.

Regulatory Aspects

- The claims made about drugs are subject to high scrutiny by the Food and Drug Administration (FDA) review and approval process, but cosmetics are not subject to mandatory FDA review.
- Much confusion exists regarding the status of ‘Cosmeceuticals.’ Although there is no legal class called Cosmeceuticals, this term has found application and recognition to designate the products at the borderline between cosmetics and pharmaceuticals
- Cosmeceuticals are not subject to FDA review and the Federal Food, Drug and Cosmetic Act do not recognize the term itself.
- It is also often difficult for consumers to determine whether ‘claims’ about the actions or efficacies of Cosmeceuticals are in fact valid unless the product has been approved by the FDA or equivalent agency.
- Some experts are calling for increased regulation of Cosmeceuticals that would require only proof of safety, which is not mandatory for cosmetics.
- Some countries have the classes of products that fall between the two categories of cosmetics and drugs: for example, Japan has ‘Quasi-drugs’;
- Thailand has ‘controlled cosmetics’ and Hong Kong has ‘cosmetic-type drugs’.

A comparison of cosmetic regulations between USA, EU and India

Contents	USA	EU	INDIA
Authority	FDA	EMA	CDSCO
Rules and regulations	Food, drug and Cosmetic act	Council directive 76/768/eec	Drugs and Cosmetics act
Pre-market approval	Not required	not required by Cosmetic directive	Required under state government licensing
Expiry date	No date required	Date of minimum	Indicated as “use before date”
Labelling	Should comply with the FD&C and FP&L	Durability if durability is <30 months. Period After opening if Durability is >30 months	Should comply With part Xv of d&c Rules 1945
Post marketing reporting System	Yes. (voluntary cosmetic registration program)	Based on council Directive 76/768/ eec	N/a
		N/a	

Source: <http://scholarsresearchlibrary.com>

Market Analysis

Cosmeceuticals are the fastest growing segment of the natural personal care industry. Cosmeceuticals, a term was popularized, but they first appeared in the world market in 1996. As at 2005, the global market was estimated at \$53 billion. Anti-aging Cosmeceuticals control over 95% of these and has a double digit growth in most global markets

Indian Market

The cosmetic industry registered impressive sales worth Rupees 422.3 billion (US \$ 9.3 billion) in 2010. The sector has mainly been driven by improving purchasing power and rising fashion consciousness of the Indian population. Moreover, the industry

players are readily spending on the promotional activities to increase counter awareness. The growth of this cosmeceutical market is around 10 to 15 percent each year, reports Health World Online. The cosmeceuticals market, particularly skin care, continues to grow at about double the pace of the cosmetic and toiletries market.

New Trends

Cosmeceuticals that could help to improve the skin, nail, and body mass growth which does not have any medical regulations in particular. New challenges will also be presented and developed by government regulatory agencies as more chemicals with true biological activity are invented and tested. The future cosmeceutical formulations will be increasingly sophisticated and highly focused on surgery-free healing cosmetics and skin-care products for severe dermatological cases. Cosmetic companies are finding ways to deliver small-dose ingredients that do not require medical regulations and to introduce steroids and hormones into lip balms, which would result in production of cosmeceuticals that could help to improve body mass, nail, and hair growth. Claim substantiation and premarketing testing must also evolve to accurately assess efficacy and safety issues with important implications for total body health.

The new vehicles and delivery systems combined with established ingredients will alter percutaneous absorption, requiring re-evaluation of substances with an assumed good safety profile.

Some cosmeceutical trends currently being on market was listed below

Cosmeceuticals Current Trends	
1	Hyaluronic acid
2	Hair restoration treatments
3	Steroidal lip treatments
4	Pre-post procedure regimens
5	Skin rollers
6	Feminine treatment products
7	Body and anti-cellulite creams
8	Retinols
9	Glycolic acid treatments
10	voluminizers
11	Stem-cell technology
12	Polymer patches
13	Brightening products
14	Gender specific products
15	Mineral based makeup and skin products

Conclusion

The value of cosmeceuticals has drastically increased in recent years, which turn has increased the dermatologist and other medical practitioners to level up their products with newly developed ingredients and treatment methods to enhance the patients associated with different dermal problems. Claims of cosmetics and cosmeceutical products lack convincing evidence of results, thus the industry is challenged to provide evidential results by making scientific case studies on these compounds. Cosmeceutical products and ingredients such as vitamins, hydroxy acids, retinols, catalases sunscreens,

anti-aging products, anti-acne and other have effectively proved their activity and effects on treating the particular skin conditions. The great demand of cosmeceuticals has led to development of products to counteract the signs of aging skin, to decrease erythema, and to even out tone and pigmentation. These cosmeceuticals can help protect the skin from photo damage and in some ways repair it through stimulation of new collagen production [1-18].

The global trend in the cosmetic industry towards developing 'medicinally' active cosmetics, and in the pharmaceutical industry towards 'cosmetically' oriented medicinal products. Other departments of study like pharmacology, microbiology and biotechnology will also compete directly with the pharmaceuticals and cosmetic businesses. The most influential angle over the coming 5 years will be the links between internal health, skincare, makeup and beauty, and anti-aging. The next big beauty trend will include skin gestibles that will promote beauty from the inside out, borrowing of pharmaceutical terms for cosmetic applications, amino peptides to make the skin more elastic, neuron mediators which are chemicals to tell the brain to be happy and the blurring of boundaries between surgeries.

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