

VIVITÉ Uses Proprietary GLX Technology to Reduce Fine Lines and Wrinkles

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A desire to reduce the signs of aging is higher on the average person's wish list than ever before, so it's not surprising new products promising dermal rejuvenation are launching every day. Baby boomers hoping to undo years of skin damage from sun bathing, smoking and smog exposure may be throwing good money after bad selections when they succumb to the lure of over-the-counter (OTC) products – many of which lack any scientific support for their claims.

This scenario plays out every day in the consumer marketplace making it imperative for skincare professionals to raise consumer awareness regarding the availability of anti-aging products that are stronger and more effective than OTC products and are only offered through a physician. However, because these stronger formulations contain higher percentages of active ingredients they require careful monitoring by a skincare professional.

Getting the message out to potential patients that the health and well-being of their skin should be in the hands of a professional is a challenge, but one that is made easier when we dispense products that we are confident will achieve the patient's desired results. One such product line, VIVITÉ™ (Allergan, Inc., Irvine,

Calif.), is new to the market, but already has been proven to reduce fine lines and wrinkles in patients with mild-to-moderate photodamaged skin.

A clinical study comprised a cohort of 22 women between 35 and 55 years of age, with mild-to-moderate photodamage – rough, dry facial skin, fine lines and wrinkles. After three weeks, subjects experienced a 22% reduction in fine lines and wrinkles; a 36% increase in skin hydration and moisture content; a 54% improvement in skin smoothness; and a 65% decrease in dryness.¹ These outcomes illustrate the regimen's ability to boost production of hyaluronic acid and stimulate epidermal growth factors and collagen.

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Launched this spring, this physician-strength product line is sold solely through skincare physicians. The VIVITÉ line includes an Exfoliating Facial Cleanser, a Daily Facial Cleanser, a Daily Antioxidant Facial Serum, a Night Renewal Facial Cream and a Revitalizing Eye Treatment. In coming months additional products will be made available.

In my practice, I've been using the VIVITÉ line as a foundational skincare system for patients interested in an anti-aging skincare regimen. My patients who have been using the system have said that it makes their skin not only look better, but also feel better. Moreover, I've found that the regimen is an excellent complement to in-office procedures, including injectables and chemical peels; many of my patients see an effective skincare regimen as protection of their overall beauty investment.

What makes this new product line such an ideal foundational regimen for a broad-spectrum of patients concerned with rejuvenation? Ingredients and formulation. VIVITÉ is the only luxury physician-dispensed skincare line that offers proprietary GLX Technology™, which creates a highly specialized blend of glycolic acid and powerful, natural antioxidants.

¹Data on File, Allergan, Inc. 2006; DiNardo JC. Three week double blind clinical half-face evaluation new exfoliating cleanser, day serum, night cream and eye cream.



Throughout my career, I have come to think of glycolic acid as a gold standard anti-aging ingredient. I have long been an advocate of the MD FORTE™ line of skincare products, and it is serving as the next generation glycolic acid product line in my practice.

Glycolic acid is a particularly effective skin rejuvenation ingredient because of several of its unique properties: It exfoliates by thoroughly removing the uneven rough layer of dead skin cells, resulting in a more compact stratum corneum; it penetrates through the upper layer of skin to begin exfoliation from the bottom up, diminishing the appearance of fine lines and wrinkles; and it increases moisture retention by binding with water and pulling it through the stratum corneum, improving skin moisturization and overall skin health. Glycolic acid also reduces the amount of surface skin oil, which aids in the removal of blackheads and other skin impurities.

VIVITÉ's physician-strength glycolic acid is safe for at-home use because it undergoes a proprietary process called partial neutralization, a technology that is the result of more than ten years of scientific study. Partial neutralization optimizes pH balance to match the natural pH of skin and allows the glycolic acid to

release during an extended period of time. These properties afford the benefits of higher glycolic acid concentrations with minimal skin irritation.

In fact, VIVITÉ products are formulated with concentrations of up to 20% glycolic acid compound, whereas the average OTC glycolic acid products have no more than a 3% concentration. And, it goes without saying that I advise all my patients – including those using products that contain glycolic acid – to incorporate a sunscreen with an SPF of 30 or greater into their daily skincare process.

In addition to sunscreen protection, antioxidants can also provide a defense against environmental stressors. Through

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GLX Technology, glycolic acid is combined with superoxide dismutase and other powerful antioxidants including vitamin C, vitamin E, green tea, pomegranate and olive leaf extract to protect and repair skin damaged by environmental stressors. These natural antioxidants attack the harmful free radicals that bombard our skin every day to help prevent aging at the cellular level. Thus, the product line gives patients a simple regimen that includes two essential ingredients for those interested in rejuvenating skincare. Additionally, other natural ingredients – including aloe, chamomile, caffeine and licorice – work to soothe skin and reduce hyperpigmentation and puffiness.

If a patient comes into my office, I always ask if they are happy with their OTC skincare regimen or if they are interested in products with higher concentrations of active ingredients. Many people aren't aware that physician-dispensed products contain active ingredients at a higher percentage than over-the-counter products. And, in my experience, once someone tries a professional-strength regimen, they understand the added efficacy and value offered by these science-backed, physician-dispensed products. ■