

Fact vs. Fiction: The Top Ten Myths of Anti-aging Skin Care

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Myth #1: *You can get a face lift in a bottle.* Fact: The marketing spin of over-the-counter skin care products has resulted in unrealistic expectations regarding results. While there is no “face lift in a bottle,” a comprehensive, physician-strength skin care regimen can correct many of the signs of photodamage, as well as prevent further damage.

Myth #2: *Good advice can come from anyone.* Fact: Nobody understands skin like a skin care physician. Only a skin care physician, such as a dermatologist or a plastic surgeon, has been through medical school and residency training completely focused on skin and its care. You can't get that kind of expertise at the drug store or cosmetics counter.

Myth #3: *All product claims and promises are true.* Fact: Only claims made by prescription products are reviewed by the U.S. Food and Drug Administration (FDA). In a recent survey, nearly 70% of women did not know that claims made by skin care products sold in drug stores and department stores are not regulated, evaluated or verified by a governmental agency like the FDA.¹

Myth #4: *The newest ingredients are the best and most effective.* Fact: Just because a product includes the newest ingredient on the market, doesn't mean it will deliver results. More important is the formulation, the effectiveness – and the science behind the product.

Myth #5: *No pain, no gain.* Fact: Irritation doesn't equate to results. Many very effective products and ingredients can work well – without irritation, dryness or peeling. In fact, glycolic acid, a gold-standard anti-aging ingredient that pulls moisture into the skin, can be partially neutralized to maximize results and minimize irritation.

Myth #6: *Expensive products work better.* Fact: There is no direct correlation between cost and results. Half of women surveyed reported that the most expensive anti-aging skin care product they have purchased is not their favorite product.¹

Myth #7: *All antioxidants are created equally.* Fact: Antioxidant effectiveness is quantified by an environmental protection factor (EPF), which works similarly to the sun protection factor (SPF) that rates sunscreen strength. In an EPF study, the super-potent antioxidant idebenone scored the highest of five antioxidants with an EPF of 95 out of a possible 100.²

Myth #8: *It doesn't matter where you buy your products.* Fact: Physician-dispensed products – which are products offered only through a doctor's office – contain active ingredients at a higher percentage than over-the-counter products. Plus, there's the added benefit of a physician's guidance. More than half of women surveyed did not know that skin care physicians offer non-prescription skin care product lines.¹

Myth #9: *Skin care is less important than cosmetic procedures.* Fact: Topical skin care should be used alone or in combination with other cosmetic procedures to protect and maintain anti-aging efforts and prevent the signs of aging. Getting procedures without investing in good skin care is like putting money in a mattress. A panel of expert physicians coined the idea of the “Five R's” of anti-aging skin care: Resurface, Relax, Refill, Redrape, and – importantly – Retain.³

Myth #10: *One size fits all.* Fact: There is not a single approach that works for all skin types. Consumers should consult a skin care physician who can develop an appropriate regimen, monitor improvement and make changes based on the results. When dermatologists and plastic surgeons customize an anti-aging skin care regimen, they consider the patient's skin type and lifestyle, envision a goal and then choose synergistic products – or products and procedures – that work in concert to achieve results.

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¹ The nationwide survey polled 370 women between the ages of 25 and 49 to determine their anti-aging skin care perceptions and habits. The survey was fielded using the International Communications Research (ICR) telephone omnibus survey of adults age 18 and over. ICR, headquartered in Media, Pennsylvania, is one of the nation's leading market and opinion research firms. The survey had a margin of error of + or – 5.09% at a 95% level of confidence and was funded by Allergan.

² Antioxidants Compared in a New Protocol to Measure Protective Capacity against Oxidative Stress – Part II, DiNardo, J., Lewis, J., Neudecker, B., Dimitar, B., Wieland, E., Maibach, H.

³ Downie JB, McDaniel DH, Carraway JH, Narurkar VA. Principles of Anti-aging Skin Care. *Dermatology Times*. July 2007 (Suppl.):1-8.