

BEAUTY EMBRACES HORMONAL CHANGES

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At Cosmoprof 2019, the idea of tapping into women's hormones moved beyond **the health and wellness space** and into beauty.

Italian skincare brand **Comfort Zone** launched a new range of skincare specifically designed for women on the menopause. Developed in conjunction with Italian nutri-dermatologist Dr Mariuccia Bucci and British holistic hormone expert Dr Alyssa Burns-Hill, the Sublime Skin collection consists of two products, a Hormon-Aging Oil Cream for use during the day and Hormon-Aging Oil Serum for night.

When women enter this life stage, collagen levels drop rapidly and skin ageing accelerates in a short time, explains Barbara Gavazzoli, Comfort Zone's education and communication director. As a result, skin becomes dry and hyper-sensitive, so these oil-based textures are used to nourish the skin and restore cellular vitality.

Beyond skincare, the Korean brand Zaol, which specialises in products for the scalp, introduced a new line specifically for women. Consisting of a Synergy Booster for hair thickening and anti-hair loss and a Scalp Scaling Shampoo for scalp health, the line uses ingredients that are known to address oestrogen levels, such as soybean extract and pomegranate.