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“MUST-HAVE” SKINCARE PRODUCTS ON THE RISE

“Must-Have” Skincare Products on the Rise



“Just because it works for someone else doesn’t mean it will work for you,” says Michelle Garbin, a Los Angeles-based, clinical esthetician and celebrity make-up artist, whose clientele includes actresses Naomi Watts and Jenny McCarthy. “Everyone’s skin is different.” Here at PlasticSurgery.com, we couldn’t agree more. According to the American Society for Aesthetic Plastic Surgery, the top five nonsurgical cosmetic procedures in 2004 were: Botox®, laser hair removal, chemical peels, microdermabrasion, and the use of Hyaluronic Acid through injectable gels like Hylaform and Restylane; generally used for soft-tissue filling of lips and facial lines and wrinkles.



In accordance with over five million Americans last year opting for these minimally-invasive treatments to up their image, skincare management continues to be all the rage. Yet those who are psyched to learn about products on the horizon, or recent additions to designer beauty lines, should be aware that advertising and marketing campaigns will always play a major role in the launch of “what’s hot” and the “must-haves” for each season, despite the success rate of many products out there.

Katherine Rothman, CEO of KMR Communications, a beauty, health, and fitness public relations firm in New York, says, “Buyer Beware – don’t believe everything your read.” Giving light on the direction of skincare and acknowledging that consumers are after “real science” in backing a product, Rothman insists that men and women should “be wary of products that claim to do the impossible.”

She says to know “buzz words” like: “clinical-formulated,” “clinically-tested,” and “dermatologist-tested” – admitting that sometimes these general terms don’t mean anything. Eager to try out new creams, lotions, and

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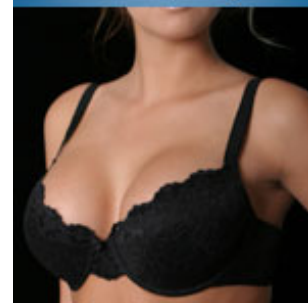
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gels that guarantee effectiveness? Talking to a professional first may help prevent outbreaks, and even, disappointment.



Manjula Jegasothy, M.D., head dermatologist of the Miami Skin Institute, says she commonly explains active skincare ingredients to her patients and how they should work, but finding out how a person's body will react specifically to that product may simply mean testing it through "trial and error."

Predicting skincare breakthroughs for 2005, Dr. Jegasothy believes that antioxidant creams and growth factor serums will continue to evolve even more than they have, acknowledging that consumers "want products to help their skin look smooth – not rough; younger than they look as they age."

Garbin says while it can be worth spending \$400 on a peel package, it is also worth spending extra money for the right skincare. "I make my patients fully aware of the vitamins and crèmes that will help them when they are recovering from facelifts or extreme liposuctions," she says.

Our variety of rising "must-have" skincare products, and those competitively and continuing to hold their own, await you. Browse our top 10, and be the judge of what may work for you.