

# 6 cutting-edge INGREDIENTS

ANTI-AGING ACTIVES GET AN A-PLUS FOR BEING EFFECTIVE ON SKIN, BUT WHAT ABOUT THE LATEST TREND: HAIR-CARE PRODUCTS THAT UTILIZE THESE SAME POWERFUL INGREDIENTS? THE EXPERTS SHARE THE SCIENCE BEHIND HOW THEY WORK AND WHAT TO LOOK FOR TO MAKE SURE THAT WHAT YOU'RE USING IS REALLY WORKING.

**Did You Know?**  
According to Dr. Bard, although ingredients shared in hair- and skin-care products react differently in combination with other ingredients, their primary purposes are typically the same—especially when the product targets the scalp, because the skin there is the same as the skin on your face and body.



**Commonly found in:**  
Sunscreen

**In hair care it's great for:**  
Protecting your color

**In skin care** This incredibly scientific-sounding ingredient (also known as octyl methoxycinnamate) is reportedly one of the most widely used chemical sunscreens found in sun-protection products. The reason: It is well tolerated by most people, so the chance for allergic reactions is low. Recently, there's been a lot of buzz surrounding the question "is it safe?" but the FDA stands by it and says it is OK to use in concentrations up to 7.5 percent (however, it is important to know that it only protects against UVB rays, not UVA ones).

**In hair care** According to cosmetic chemist Kelly Dobos, the UV-protecting hair-care product category is one that's seen a recent surge—especially as it relates to the use of octinoxate. "You see it a lot in products developed to protect color-treated hair from fading," she says. "Colorants used in hair dyes fade, not only with time, but also from UV exposure. This is especially true of shades of red."

**The bottom line** This ingredient pretty much works toward the same end goal—protecting against the sun's rays—when used in both hair- and skin-care applications.



**Commonly found in:**  
Acne products

**In hair care it's great for:**  
Regulating a flaky scalp

**In skin care** Because it increases the rate at which skin cells are shed and has the ability to reduce clogged pores, this ingredient is an acne-treatment staple. "It is generally known to exfoliate and deeply cleanse skin," says Brooklyn, NY, dermatologist Susan Bard, MD.

**In hair care** Similarly, salicylic acid is used in shampoos to treat a flaky scalp in cases of dandruff (it exfoliates the scalp like it exfoliates skin). "Salicylic acid shampoos are also great for deep cleansing to remove buildup of styling products," Dobos says.

**The bottom line** Salicylic acid has properties that yield similar results in both skin and hair care. "But, if you are using a shampoo or treatment with it, make sure you are also incorporating a product that moisturizes and conditions," says celebrity colorist Thomas Heinz. "Otherwise, you'll end up with dull, depleted and dry locks."



**Commonly found in:**  
Anti-aging and exfoliating products

**In hair care it's great for:**  
Preventing damage

**In skin care** This alphahydroxy acid is frequently found in skin care targeted toward anti-aging and exfoliation, as it speeds up cell turnover, helps treat skin discoloration and reduces the appearance of fine lines (stronger concentrations, like 30 percent and above, are more prevalent in chemical peels). Surprisingly, even though it seems like such a standard ingredient today, it wasn't until the 1990s that the FDA approved it for use in skin care and beauty.

**In hair care** "Glycolic acid has now found an application in hair care because the small size of the molecule allows it to penetrate the cuticle of the hair and impart lubricity, which decreases damage from brushing and heat-styling, as well as from treatments like bleaching and relaxing," explains Dobos.

**The bottom line** You probably don't realize it, but it's difficult to find a smoothing, retexturizing or conditioning treatment without glycolic acid. "It's a keratin-stabilizing agent that increases the tolerance of hair when exposed to heat, which reduces damage," Heinz says.

