SILICO

SINISTER OR SAFE?

THE REPUTATION OF BEAUTY INGREDIENTS IS RARELY A STEADY ONE. ONE DAY THEY REAP PRAISES FOR THEIR EFFECTIVENESS--THE FOLLOWING, THEY CAN BE DEFENDING THEIR NAME. BUT NO SINGLE INGREDIENT HAS BEEN UNDER THE GUN AS MUCH AS SILICONE IN RECENT MONTHS--ESPECIALLY AS IT RELATES TO SKIN AND HAIR CARE. SO WHY IS IT CAUSING SO MUCH CONCERN--AND WHY NOW? WE TALKED TO EXPERTS TO GET THE INSIDE SCOOP. (FULL DISCLOSURE: IT'S A LOT OF SAFER THAN YOU THINK!)

SKIN-CARE STANDARD

Used in cosmetics since the 1950s, silicone is a synthetic compound made from silica, which is composed of silicon (a common element of the earth found in sand, sandstone, dust and a number of other natural substances) and oxygen. "It's a polymer that can take on different properties, depending on the length of the molecule," explains cosmetic chemist Kelly Dobos.

NOT ALL SILICONE IS THE SAME

While that sounds like a lot of scientific soup, it's really rather simple: Silicone comes in a lot of consistencies and textures, and depending on which other elements it is mixed with or how it is processed, its final use can fall under a whole spectrum of categories-including everything form the tube you see at the hardware store to the gel-like substance you might associate with skin care.

WHY THE SCARE?

According to New York dermatologist Jody Levine, MD, the silicone debate stems from a common concern: its affect on our health. Opponents of it say it can irritate skin and clog pores, but perhaps the biggest "danger" they see is that it could collect inside the body--a myth that's already been debunked. Silicone's large molecular size makes it virtually impossible to enter the bloodstream.

NE

03

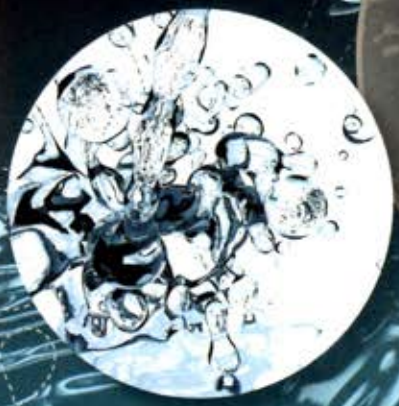
THE ULTIMATE MULTITASKER

As it relates to skin and hair care, silicone can be looked at as a sort of "conditioner" that gives products a silky feel. "Silicone became popular cosmetic ingredients so long ago because they enhance the way skin feels and they provide conditioning properties in hair-care products," says Dobos. You can find them in virtually all segments or the personal care and beauty markets, and formulators like working with them because they really intensify products.

04

PROVEN SAFE

Silicone (the building block behind silicone) is from the earth, so silicone technically starts off as a pure substance that only turns synthetic after it is manipulated or other substances are added to it. Because of its structure, silicone can't penetrate through your pores or skin. Plus, it's been on the market for a very long time, so it's gone through many tests, been in numerous studies and there's a lot that is known about it. **"Silicone has not been scientifically shown to cause any damage to hair or skin in the amounts used in beauty products," says Dr. Levine.**



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CHAIRMAN OF THE BOARD
DR. ROBERT SINGER

"The future is in our hands."

10 YEARS YOUNGER

Similar to almost every other industry; the world of beauty is driven by "breakthroughs." Anything new is applauded, met with awe and accompanied by a public who can't wait to possess the "latest". Most of the time, new is good. It keeps us fresh and striving for something improved, and also helps make our lives better, easier and more efficient.

But, unlike many other industries, the beauty world is one that is intertwined with our health—and our safety. If your new smartphone stops working, and it was sold to you by an unlicensed provider, it won't end with you in the ER; if you download an app that was made on the black market, it won't bring about bodily disfigurement. Extreme, maybe, but our industry in one that constantly reminds us that new isn't always better. New is a term that holds much promise, but without the studies, the testing to back it up and responsible delivery; it can go very badly, very quickly.

It's been 10 years since we launched *NewBeauty*, and I can say, without a doubt, that this past decade has been what I believe to be the most pivotal for our field. It's been exciting and inspirational, and we are now on the cusp of amazing things we could never have imagined a decade ago. But, it's also been a time of boastful claims, misinformation and a proliferation of untrained individuals. Consumers need to be constantly reminded of the dangers of exaggerated claims and going to non-board-certified surgeons.

So, what do I hope for the future? More, and better, information, innovation and accountability. The aesthetic industry is one that not only has the power to pave the way for the future of anti-aging, but also the ability to create medical game-changers that will improve the lives of people all across the world. As I see it, the future is in our hands. *NewBeauty* has brought you valid information about what's coming, what's hot, what's not and what is passé, as well as debunked myths. Trust that we will continue to do so, and *NewBeauty* will remain the reliable resource for the consumer about beauty information for the next decade and beyond.

ABOUT DR. ROBERT SINGER

Internationally renowned aesthetic plastic surgeon and noted educator Robert Singer, MD, of La Jolla, CA, is a diplomate of the American Board of Plastic Surgery and has served as president and chairman of the Board of Trustees of the prestigious American Society for Aesthetic Plastic Surgery (ASAPS). chairman of the Board of Trustees of the American Society of Plastic Surgeons (ASPS), president of the American Association for Accreditation of Ambulatory Surgery Facilities, and president of the Aesthetic Surgery Education and Research Foundation (ASERF). **drsinger@newbeauty.com**

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We rely on our editorial board to provide insight for every issue. These six industry experts offered input in this issue.

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