



Cosmetic News: Why is vitamin C such an important anti-ageing ingredient?

Elliot Isaacs: It is widely accepted that vitamin C is a key component for good biological functions and overall well being. In addition to its multiple benefits to the body, vitamin C is clinically proven to deliver anti-ageing benefits to the skin. Potent vitamin C is essential for the formation and transportation of collagen into the dermis, it displays great anti-oxidant properties, and plays an important role in the reduction of



CE-ING IS BELIEVING

We chat to Medik8 founder and pharmacologist Elliot Isaacs about the role of vitamin C in skincare and his latest innovation, CE-Thione™

pigmentation marks. Free radicals induced by UV light are responsible for 95% of premature skin ageing. Having an appropriate anti-oxidant protection such as vitamin C is therefore essential to minimise the visible signs of ageing.

CN: What have the challenges been when using this ingredient in skincare?

EI: L-ascorbic acid is the best form of vitamin C. It is highly unstable and degrades very quickly, losing its ability to perform when applied to the skin and in the worst cases it becomes a pro-oxidant! When a molecule becomes a pro-oxidant it starts generating free radicals rather than neutralizing them.

When L-ascorbic acid goes off, it also changes colour giving the product a slightly brown colour. Moreover, when formulated in water, vitamin C often lead to a less pleasant products when applied on the skin. When developing CE-Thione™ we wanted to overcome all these challenges: CE-Thione™ combines a pleasant texture, high concentration of L-ascorbic acid and outstanding stability!

CN: How have you addressed these problems with the new product?

EI: CE-Thione™ is the result of two years of research and combination of eight

technologies. We have identified ALL the factors that can affect the stability of L-ascorbic acid in an aqueous solution (i.e pH, solvents, oxygen level) and we have addressed each of them individually! CE-Thione™ delivers potent vitamin C to the skin.

CN: What makes it so different from any other product on the market?

EI: CE-Thione's stabilising system is unique (vitamin E and L-Glutathione), we have reproduced a network anti-oxidant system that already exists and works in the skin! CE-Thione™ has a rechargeable vitamin C system that helps to keep vitamin C stable in the bottle but also on the skin! We offer the best form of vitamin C in an elegant cosmetic formula that is pleasant to use and delivers incredible results, at a fair price.

CN: How does CE-Thione work?

EI: The rechargeable system allows for vitamin C to be recharged by vitamin E and L-glutathione as soon as it is used up by the skin, leading to a long lasting anti-oxidant protection throughout the day.

CN: How does it sit alongside other products in the Medik8 range such as your best selling CE Tetra product?

EI: We now have a complete range of vitamin C products to choose from. Thanks to different levels of anti-oxidant power, concentration and medium in which the product is delivered (oil or water); we now have a potent vitamin C product for every skin type, any age and any budget!

CN: What's next for Medik8?

EI: Medik8 is working towards solution focused technologies. We aim at being number one in skin ageing, acne, dryness, pigmentation and redness. Our pigmentation solution is our next area of focus for 2013! But we'll tell you more soon.

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