NOVEL ROTATIONAL TOPICAL TREATMENT PROVIDES QUANTITATIVE EVIDENCE OF PROGRESSIVE AND SUSTAINED IMPROVEMENT IN FACIAL WRINKLE APPEARANCE

L Dinatale (1) - A Bayat (2) - W Li (3) - K Ertel (4) - A Gonzalez (1) - P Yadeep (1) - J Idkowiak-baldys (1) - J Lyga (1) - J Weinstein (1) - T Stephens (5) - L Jiang (5)

Avon Products Inc., R & D, Suffern, United States (1) - University Of Manchester, Division Of Musculoskeletal & Dermatological Sciences, Manchester, United Kingdom (2) - University Of Manchester, Division Of Musculoskeletal & Dermatological Sciences, Manchester, United Kingdom (3) - Kde Scientific Consulting, Llc, Clinical, Raleigh, United States (4) - Stephens And Associates Inc., Clinical, Richardson, United States (5)

Introduction: Topically applied anti-aging products are first-line intervention to reduce the appearance of facial wrinkles, however users perceive products stop working overtime. Therefore, we took a novel approach based on skin’s response to established anti-aging ingredients and developed a rotational product that treats skin with complimentary active ingredients on alternating weeks.

Materials and Methods: Twenty-five combinations of selected ingredients were initially screened in human dermal fibroblast cultures. Phytol and retinol were selected for in-vitro and ex-vivo study. Subsequently, a rotational product was tested in a double-blind randomized trial involving 130 subjects with mild to moderate facial photo-damage. Subjects applied phytol/retinol to a half-face once daily for 52 weeks, with the other half of the face untreated as a control. The rotational product’s effects were judged at set times by expert grading, wrinkle analysis of digital images, bio-instrumentation, tissue biopsy using immune-histo-morphometric analysis, and subjective self-assessment.

Results: The in-vitro and ex-vivo tests showed that application of phytol then retinol increased new procollagen-1 (PC1) synthesis, and hyaluronic acid (HA) levels compared to control and individual ingredients (p ≤0.05). Clinical trial results demonstrated significant (p ≤0.05) visit-to-visit improvement in crow’s feet wrinkles over the 52-week period; corroborated by in vivo trial biopsies, which showed increased epidermal thickness, plus dermal PC1 and HA levels (p ≤0.05). Other wrinkle parameters also indicated a similar response pattern. Interestingly, response seemed related to starting severity for wrinkle parameters. Bioinstrumentation revealed increased firmness. Subjects perceived progressive improvement in their wrinkles.
Conclusion: A novel topical that rotates weekly application of phytol and retinol resulted in epidermal and dermal improvements in vitro and ex vivo. These results were mirrored in a 52-week clinical trial, showing progressive enhancements in wrinkle endpoints and self-assessments. Taken together, these findings show a unique rotational anti-aging product continues to deliver sustained measurable benefits over time.