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**SKIN DEEP**  
**Marketing Time in a Bottle Pays Off**  
By ALIX STRAUSS  
Published: August 8, 2012

THE beauty industry, long promising to stop or at least stave off time, is finding a way to market it. Over the last year or so, store shelves have become packed with so-called time-release products, which promise staggered benefits the longer they sink in.

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Merle Norman offers three time-release moisturizers: a wrinkle smoother and two nighttime recovery creams. Decleor Aroma Pureté Shine Control Oxygenating Fluid claims to release zinc over a five-hour period to help manage shine and combat oily skin. In April, Bliss unveiled That's Incredible! peel glycolic resurfacing pads, which use what the company calls time-release technology to address wrinkles and dark spots.

Neutrogena Ageless Essentials and Murad Time Release Retinol Concentrate for Deep Wrinkles both pledge to control the release of retinol. And Murad's popular Time Release Acne Cleanser says it will deliver a slow and sustained amount of encapsulated salicylic acid into the skin, even after rinsing.

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SKIN DEEP

## Marketing Time in a Bottle Pays Off

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THE beauty industry, long promising to stop or at least stave off time, is finding a way to market it. Over the last year or so, store shelves have become packed with so-called time-release products,

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"There's a real validity to topical time-release products," said Dr. David E. Bank, assistant clinical professor of dermatology at Columbia-Presbyterian Medical Center, who said he believed they are the logical sequel to time-release oral medications. "The goal for both is the same: minimal side effects but maximized benefits. Like any time-release pill, you want constant, evenly distributed concentration, whether it's to the blood or the skin."

Times fashion coverage and the

control the release of retinol. And Murad's popular Time Release Acne Cleanser says it will deliver a slow and

But there is no quick fix when it comes to skin repair, Dr. Bank said.

"Instant is basically an optical change from something topical that creates either hydration or mild irritation that causes immediate swelling at a microscopic level," he said. "You've temporarily changed your look but not your skin."

Visual correctors might tighten, swell or numb your skin.

"The swelling temporarily fills in the lines, or stretches them out, and that's basically hydration," Dr. Bank said. Or, as with primers, they could change the way light reflects off the complexion, until the next washing.

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Tony Cenicola/The New York Times