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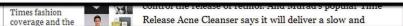
Marketing Time in a Bottle Pays Off

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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



"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."



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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