

## Ingredient Spotlight: Hyaluronic Acid

Anything with “acid” in the title can be off-putting for those of us concerned with what is in our cosmetics and bath products! Hyaluronic acid is actually a very important molecule that occurs naturally in our bodies. At any given time, an average-size human has about 10 grams of Hyaluronic acid in various tissues all over the body. Among its myriad of biological functions, it is found in high concentrations in the synovial fluid that surrounds our joints! As a large molecule, Hyaluronic acid not only helps cartilage lubricate itself, it also acts as a “scaffold” during the repair process of open wounds and seems to play a role in the immune system’s inflammatory response.

### **So if our bodies are making and breaking down large quantities of HA every day, why would someone want to put more of it on their skin?**

As skin cells age, their ability to hold water decreases, which is part of what causes skin to lose its elasticity. The same qualities that make HA so useful in our knees also help it plump up these same dry, aged skin cells. The smoother, “dewy” glow reported by some Hyaluronic acid fans is a result of this process.

Hyaluronic Acid is the ultimate “natural” ingredient—made by our own bodies—and we know that it is non-toxic in normal quantities. In fact, dermatologists often use HA as a primary ‘filler’ in cosmetic wrinkle procedures. Because it is so widely used by dermatologists, the effects of Hyaluronic acid on skin have been evaluated (and validated) with multiple peer-reviewed studies. As with most cosmetic skin treatments, HA needs to be applied to the skin constantly for an average of 3 weeks before visible improvement in skin texture is noticeable.

Besides “plumping” the skin, Hyaluronic acid also provides some of its own defense against UV rays and may actually help the body repair some UV damage. Talk about a multitasking product!

### **Can Hyaluronic Acid Be Used by People with Acne or Sensitive Skin?**

Another great thing about Hyaluronic Acid is that it can be used for all skin types. As mentioned above, HA has a suspected role in the wound healing and inflammatory processes, so it may actually help skin damaged by acne or excessive dryness repair itself. As long as it’s delivered in the proper oil-free format, hyaluronic acid will not clog pores, and does not appear to trigger skin reactions in people sensitive to synthetic ingredients.

Speaking of synthetic use, where does cosmetic Hyaluronic Acid come from? Obviously, higher amounts than what naturally occurs in the human body are required. Interestingly enough, hyaluronic acid is so ubiquitous in the plant and animal kingdoms that it doesn’t need to be chemically synthesized. Historically, this ingredient was gotten from animal sources like rooster combs! Fortunately, today it’s quite simple to get

hyaluronic acid from fermenting naturally-occurring sugars, resulting in a cruelty-free, low impact product.

### **Using Hyaluronic Acid in your Private Label Product**

HA is one of the rare “buzz” ingredients that really does deserve its reputation. Besides working on almost every skin type, its moisturizing and anti-aging properties address one of the biggest customer interest areas. Furthermore, its effects have been carefully documented in the scientific literature! Finally, as the ultimate natural product, it is colorless and odorless on its own and can be added to vegan formulations. Whether it’s a new product or you just want an update on an existing private label product, try adding Hyaluronic Acid to your formulation for results that will leave your customers satisfied.