



Menopausal Skincare: Navigating the Beauty Changes with Confidence

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Menopause is a natural transition in a woman's life, marking the end of her reproductive years. While it brings about significant hormonal shifts and changes within the body, it also impacts the skin in various ways. As women navigate this transformative phase, the need for specialized skincare tailored to menopausal skin becomes increasingly apparent. In recent years, there has been a growing emphasis on menopausal skincare, with beauty brands recognizing the unique needs of this demographic. Let's delve into the emerging trend of menopausal skincare, how you can formulate for this brief and how it's empowering women to embrace this stage of life with confidence.

Understanding Menopausal Skin:

Menopause typically occurs between the ages of 45 and 55, accompanied by a decline in Oestrogen levels. This hormonal shift leads to various changes in the skin, including:

Dryness: Reduced Estrogen levels can result in decreased oil production, leading to dry and dehydrated skin.

Loss of Elasticity: Collagen and elastin production slows down, contributing to a loss of firmness and elasticity in the skin.

Wrinkles and Fine Lines: With decreased collagen levels, wrinkles and fine lines may become more prominent, particularly around the eyes, mouth, and neck.

Sensitivity: Menopausal skin can become more sensitive and prone to irritation due to changes in the skin barrier function.

Uneven Skin Tone: Hormonal fluctuations can exacerbate issues such as hyperpigmentation and age spots, leading to an uneven complexion.

Embracing the Menopausal Skincare Trend:

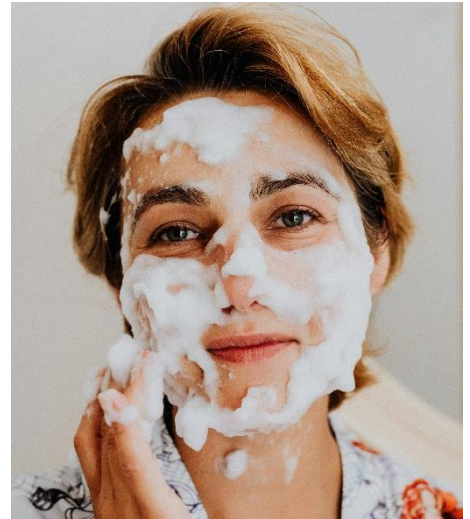
The beauty industry is evolving to meet the needs of menopausal women, offering a range of products specifically formulated to address the challenges associated with this stage of life. Here are some key trends driving menopausal skincare and how you can include them in your formulations.



Hydration-focused Products: Moisture-retaining ingredients such as hyaluronic acid and ceramides are increasingly featured in menopausal skincare formulations to combat dryness and restore hydration levels. CX Pharma offer a great range of hyaluronic acids to achieve all your hydration needs. An excellent formulation to help you nail this brief is **Aston's Ceramide Sorbet** which contains Biogenics' encapsulated ceramide beads (**Biogenic Magicbead-200 Cera30**) to retain skin's moisture levels and **Solabia's Glycotensyl** to lift a smooth skin. In addition to this the use of **Solabia's Cryogenyl** creates a refreshing feeling on the skin. Perfect to combat hot flushes!

Collagen-Boosting Treatments: Products containing collagen-stimulating ingredients like retinol, peptides, and vitamin C help to improve skin elasticity and minimise the appearance of wrinkles. Why not try one of **Jland's Biollagen** products in your formulation? Biollagen is an excellent vegan alternative to traditional animal collagen, helping you get the same claims as animal collagen without having to compromise on your product's vegan status.

Gentle Formulations: Menopausal skin tends to be more sensitive, prompting the development of gentle, non-irritating formulations free from harsh chemicals and fragrances. A great formulation for a gentle cleanse is **Aston's Rich Cleansing Lotion**. This formulation uses **CX Pharma's Oligo HA**, a low molecular weight hyaluronic acid which replenishes moisture deep within the skin. This combined with **CMO-2G from Toyo Sugars**, a natural moisturising and anti-aging agent with foam boosting properties, allows skin to be left feeling moisturised rather than dry and stripped after cleansing.



SPF Protection: Sun protection is crucial for menopausal skin, as it helps prevent further sun damage and minimises the risk of hyperpigmentation and age spots. With an array of skincare products integrating broad-spectrum SPF for daily safeguarding, mastering the formulation can be daunting. We have a wide range of both Organic and Inorganic filters at Aston as well as technical experts to assist you with you SPF formulations.



Hormonal Support: Some skincare brands offer products infused with phytoestrogens or plant-based hormones that aim to mimic the effects of Oestrogen on the skin, helping to balance hormonal fluctuations and improve skin health. These hormone fluctuations often heighten hyperpigmentation and age spots causing an uneven skin tone. Combat this with your formulations by including **OmegaLight from Solabia**. **OmegaLight** is a unique, patented combination of Piperonyl Alcohol and Linoleic Acid obtained via enzymatic reaction. This potent combination serves to brighten the skin, promote clarity, eradicate dark spots across various skin depths, and deter post-inflammatory hyperpigmentation.

The menopausal skincare trend represents a significant shift in the beauty industry, acknowledging and catering to the specific needs of menopausal women. Ultimately, menopausal skincare is not just about looking good; it's about feeling good and embracing the beauty of every stage of life. For further discussion on these formulations or how to integrate your formulations into this trend, reach out to your account manager or contact our sales team through the enquiry form on our website.