



BEAUTY REPORT



Water is everywhere; an essential and nourishing element. In the world of skincare, the word 'hydration' alone conjures thoughts of a plump, lineless complexion and glowing skin. But what if somebody discovered that the water flowing in our taps could actually be detrimental to our skin? Recent evidence has proven that tap water contains heavy metals, which break down collagen, leading to wrinkles. Heavy metals such as iron, copper, magnesium, lead and zinc are free radicals. These harmful elements build up on the skin's surface and cause a number of dermatologic problems such as acne, rosacea, irritation, inflammation and aging - just to name a few. Because washing with purified water on a daily basis is not a viable option, Dr. Dennis Gross set out to discover a quick and effective solution to help detoxify skin. With the creation of the MD Skincare® Hydra-Pure® Category, that is exactly what he achieved.

**D**ennis Gross, a Manhattan dermatologist and founder of MD Skincare®, first became fascinated with water in 2001, when he began receiving complaints from his fashion and beauty clientele, who were suffering from uncharacteristic skin problems after traveling abroad for fashion shows. Because they traveled with their normal skincare regimens, Gross reasoned that it had to be the water they were washing with and he began collecting samples from cities around the world. When the test results came back, Gross was astonished at the variation in the content of heavy metals and calcium from one city to the next; variations that could wreak havoc on the skin. Gross comments, "Heavy metals on the skin can lead to skin conditions such as acne, rosacea, irritation, inflammation and aging." Calcium, while not a heavy metal, is its own villain, making water "hard" which causes dull, dry skin and hair. Heavy metals also convert skin's oils into a waxy, gland-blocking substance, resulting in acne and enlarged pores. His solution? Chelators. Chelators are organic compounds which engulf and neutralize the offending heavy metals that cause unwanted skin conditions. They actually make water healthier because they

detoxify skin through an added benefit called "organification," helping skin topically absorb the minerals it needs while removing those it does not. Gross became the first to incorporate chelators into a category of topical skincare products within the MD Skincare® line. The exclusive Hydra-Pure Chelating Complex™, found in all nine products in the Hydra-Pure® Category, contains numerous, carefully selected chelators that allow the absorption of bound metals which are beneficial to the healthy functioning of the skin. Their primary function is to prevent the harmful unbound metals, free radicals, from causing damage - keeping skin healthy and increasing the efficacy of other skincare products used in a daily regimen. Chelators have been used internally in the past to treat diseases caused by an excess of heavy metals in the bloodstream. Gross, however, predicts the introduction of chelators into skincare products could be as important as sunscreen stating, "While the water is clearly drinkable, if you are unlucky enough to be exposed to bad water on a regular basis, your skin can suffer the same kind of damage, although to a lesser degree, as sitting in the sun with suboptimal protection."