



**Los Angeles Times**  
**LATimes.com**  
**February 1, 2009**  
**Circulation: 4,582,990/month**

## **Breakthrough skincare: 7 ingredients to watch in 2009**

Every year new ingredients hit the market with promises of revolutionizing skin-care products and tapping the elusive Fountain of Youth. At times, they deliver, and substances such as retinol or peptides exceed expectations and change the landscape of skin care. Others fizzle with little or no impact. We've polled more than 25 experts and asked them which ingredients are worth watching (and buying) in 2009.

### **Astaxanthin**

**What it is:** Described as the ultimate antioxidant by New York dermatologist Dr. Kenneth Mark, astaxanthin is up to 1,000 times more potent than vitamin E. It is also found in nature as the fat-soluble pigment found in salmon and algae.

**Why it looks promising:** "This is a retinoid form of vitamin A and has all the typical benefits of retinoids — providing antioxidant protection and stimulating cell renewal," Murad says. And according to a recent study, astaxanthin decreased hyper-pigmentation by more than 40%, Mark says.

**Status:** More clinical trials are necessary to prove its effectiveness.

**Quotes from Dr. Kenneth Mark**