

# Why hyaluronic acid is the holy grail of hydrating skincare ingredients

By  Tzia Hermann

28 Mar 2019

Hyaluronic acid (HA) may sound like something you don't want to put anywhere near your face when in actual fact it is naturally occurring in the human body. This magical substance works as a magnet for moisture, helping our cells retain as much water as possible so that our skin is, feels and appears hydrated, plump and healthy.



©puhhha via [123RF](#)

But, what if I told you that HA actually holds the key to young, smooth, flawless and hydrated skin? Just a single gram of HA has the impressive ability to hold up to six litres of water! Add to that, a super smart ability to regulate that moisture within the cells, so not to drown them and you've got one genius ingredient.

As mentioned above, our own skin cells actually produce HA naturally to maintain moisture levels. But, thanks to the ageing process and environmental aggressors, to name just a few things flung at our faces on a daily basis, those levels tend to take a dip. Sensitivity, dullness, fine lines and uneven tone and texture. Need I go on?

## When to start using HA?

In your 20's. As we age, the amount of HA our skin cells produce begin to lessen and cell turnover becomes sluggish. This is when lines, wrinkles and rough texture tend to make an appearance. Skin moisture can drop significantly as we age, this makes the skin lose elasticity and start exposing

## Cross linked versus non-cross linked HA?

Non-crossed linked HA is found in topical creams and serums where cross-linked HA are found in injectables.

Many of us know that hyaluronic acid is one of the main ingredients found in fillers. Fillers are injected to plump up and smooth wrinkles. HA fillers are predominantly injected into the subcutaneous adipose tissue. Injectables lead to prolonged efficacy. The effect of cross-linked hyaluronic acid may last for six months or longer. Skin improvements can be observed even after full biodegradation of the filler, however, these volume effects will diminish.

For topical hyaluronic treatments, the non-crossed linked hyaluronic acid results last up to 72hrs after treatment or application. You're probably wondering why would anyone opt for a solution that only lasts for 3 days over injectables that last up to 6 months?

Furthermore, why do some doctors prefer to treat clients with non-crossed linked HA? The answer is to increase the attraction of naturally occurring hyaluronic in your skin's natural moisture factor (NMF) without injectables. In short, this trains your skin to produce and retain its own HA.

## Benefits of hyaluronic acid

1. If skin is sufficiently hydrated, it feels super-soft, plump and pillowy and looks so much more radiant. See ya, Insta-filter.
2. When skin is hydrated, lines and wrinkles (even the deeper ones) appear diminished, so it is a great ingredient for those with ageing skin who are desperate to cling on to their youthful perkiness.
3. It works wonders on everyone. Hyaluronic acid works for any skin type, even sensitive or breakout-prone skin, as well as those with an oily complexion.
4. Recent research suggests that hyaluronic acid also has antioxidant properties, which means it can act as a shield against free radicals we aren't in control of, like pollution and other aggressors.

## ABOUT TZVIA HERMANN

Tzvia Hermann is foremost a mother to two, wife, entrepreneur and founder of The Beautique Group, which includes The Laser Beautique, Beautique Brands and Beautique Academy. She launched her career in aesthetics in South Africa after living in the UK and travelling Europe, exploring many countries and their contribution to the aesthetic industry.

■ Trends shaping skincare and aesthetics - Part 2 - 10 May 2019

■ Trends shaping skincare and aesthetics - Part 1 - 3 May 2019

■ Why hyaluronic acid is the holy grail of hydrating skincare ingredients - 28 Mar 2019

[View my profile and articles...](#)

For more, visit: <https://www.bizcommunity.com>