

ON TOPIC | SKIN DEEP

THE BIG QUENCH

Discover why hyaluronic acid is one of the most effective ingredients for drenching the skin with hydration. **BY HEATHER MIKESELL**

WHEN IT COMES TO ACHIEVING PLUMP AND DEWY SKIN,

hyaluronic acid (HA) has long been a go-to ingredient in helping the skin to retain water. A key molecule in skin aging, it works to repair tissue, promote and moderate inflammation, and improve wound repair. "Hyaluronic acid is one of the most important components in our cellular makeup," says Shannon Esau, CEO and national educator of Rhonda Allison Cosmeceuticals. "It's found in the skin, cartilage, and clear protective gel in our eyes, and it's absolutely essential to our skin's ability to retain water and carry waste away from our cells." According to Deb Uhrberg, president

of the body. Unfortunately, as Uhrberg points out, aging, pollution, and UV radiation can all diminish the amounts available. As a result, it's often necessary to replenish with a topical formula. "Although healthy, normal skin has relatively high concentrations of HA in the basal layer of the epidermis, the production of it can be affected by age and various environmental elements," says Esau. "Take, for example, UV exposure. As UV damage occurs, production of hyaluronic acid in the cells of the dermis slows, decreasing the skin's ability to prevent trans-epidermal water loss, which leaves skin dry and depleted." Here, we give you the low-down on all you need to know about this popular hydrator. ●

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bountiful BENEFITS

Found in moisturizers, serums, sheet masks, and injectables, hyaluronic acid is a key component of any healthy skin regimen. We asked some industry experts to share what makes the ingredient so beneficial to the skin.

"HA increases collagen synthesis for normal skin function and is critical to the structural integrity of the dermal collagen matrix. However, because hyaluronic's water-binding molecule has such a short life span—we're talking one to three days—it requires constant replenishing topically and through foods like leafy greens, almonds, bone broth, avocados, and peppers."—*Shannon Esau, CEO & national educator, Rhonda Allison Cosmeceuticals*

"HA provides numerous benefits for skin and body, but because it binds moisture so well, it can help the skin stay hydrated and protect the skin's barrier function, making it more resilient, and the skin will feel softer."—*Ashley Stowers, CEO & account executive, Celle*

"Because of its amazing benefits, it can reduce redness, and dermatitis."—*Deb Uhrberg, president, Scand*

"The benefits of HA in skincare products depend on its weight. High molecular weight HA with bigger molecules,

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