

---

# THE NEW FACE OF SKINCARE

*As science reveals just how much the colour of our skin can dictate its specific needs, the beauty industry is revolutionising its approach to product formulas. Time to play catch up*

**W**hen you walk into a beauty department, swerving the overenthusiastic spritzers, you're faced with a barrage of messages about how to transform your skin. All very tempting. But the rub? Skin has one major variation that's often ignored by the beauty industry: it comes in a range of tones that throw up a host of concerns based on physiological differences such as oil glands, pigmentation and collagen levels. 'When I looked into the science, I found differences in how to treat different skin colours,' explains surgeon turned cosmetic doctor Barbara Sturm, who's launched the world's first skincare line exclusively for darker skin. 'For example, melanin, which makes skin darker, also causes underlying inflammation, so women with darker skin have to be cautious when treating resulting symptoms, like spots, to avoid dark marks forming.' Skin colour is now a focus for global beauty brands\*, which are developing products with ingredients targeted to meet the needs of those with different ethnic backgrounds. In short, knowing your skin better – its strengths and weaknesses – means less time and money wasted. Amen to that.

