

BE WATERPROOF

beauty lab

Your Skin Care

Framework

The new structure: No guessing what's best for your complexion—smart innovations mean products actually think for you. Welcome to the future of beauty.

BY ERIN REIMEL

Playing dermatologist is something we've all had to do. We choose, say, a moisturizer or a treatment serum based on general issues, like if we're dry or oily or want fewer wrinkles or breakouts. Then we

cross our fingers and hope. But there's a new no-fail approach. Thanks to some genius chemistry, your products can make the call, eliminating the need to guess how and when (and whether) to apply for optimum results. "Smart skin

care assesses your skin's specific condition," says *Shape* Brain Trust member Ron Robinson, a cosmetic chemist. "Then it adapts to provide only what it will thrive on." Here, the three biggest smart-beauty breakthroughs.

INGREDIENT ENCAPSULATION

With this engineering, active ingredients are housed in microscopic pill-like coatings that dissolve over time. "It controls the rate at which something like retinol gets delivered to your skin, so you get the full benefits without the negative impact of bombarding the cells all at once," cosmetic chemist Ni Kita Wilson says. And because everyone has different skin chemistry, the ingredient is released at the rate your skin allows. Try IT Cosmetics Hello Results Wrinkle-Reducing Daily Retinol Serum-in-Cream (\$69, itcosmetics.com).

The technological advances don't end there. Long-chain water-absorbing hyaluronic acid molecules found in U Beauty Super Smart Hydrator (\$68, theubauty.com) are encapsulated so they can bypass the surface of the skin and get released into the lower layers to maximize hydration. Noble Panacea Radiant Resilience

Moisturizer (\$215, noblepanacea.com) also uses encapsulation to preserve ingredients like probiotics and antioxidants so they're at peak potency when they come into contact with you.

AUTOMATIC DETECTION

Formulas are now designed to analyze your skin and provide only what it needs. Dr. Jart+ Teatment Moisturizer (\$32, sephora.com) hydrates skin overall, but its acne-fighting ingredients, like tea tree and salicylic acid, are activated only in the areas where your skin's pH is alkaline and more prone to blemishes. "It's as if the ingredient key fits into only a certain lock," Wilson says. The Elemis Ultra Smart Pro-Collagen Enviro-Adapt Day Cream (\$295, elemis.com) contains moss-derived ingredients that hydrate more or less based on temperature and humidity levels. Another growing category of ingredients is adaptogens. "These are herbs and mushrooms that work to

protect your skin when you're faced with an aggressor like stress or pollution," Robinson says. "They're triggered only when the stress hormone cortisol is released within your body." Try Youth to the People Adaptogen Deep Moisture Cream (\$58, youthtothepeople.com), which contains extract blends of ashwagandha and reishi mushrooms.

PERSONALIZED TECHNOLOGY

The newest devices make it possible to produce your perfect customized skin care. Take the Opte wand (\$599, opte.com). "Pass the device across your face, and its imaging technology detects where the tone is uneven," Wilson says. "Then its microprinter deposits teeny droplets of a pigmented brightening serum only on discoloration. You're left with a color-corrected complexion that's also being treated with ingredients like niacinamide." Says Wilson: "This is definitely the next wave of brilliant beauty." ■

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CHASTAIN**

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