

# NEWBEAUTY

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Howard



BEAUTY'S

# Building Blocks

By Tatiana Bido

In the world of beauty, peptides have emerged as the stars of the show. More than just the latest buzzword ingredients, these tiny compounds are rewriting the rules of aging. One way to think about peptides is with the lock and key analogy—specific peptides act as specific keys that fit into specific receptors or “locks” in our bodies. “When the right peptide interacts with its corresponding receptor, it triggers a specific response or action within our physiological system,” says Beverly Hills, CA dermatologist Ava Shamban, MD. This can initiate various processes, like regulating appetite, promoting collagen production, controlling hormone levels or influencing metabolic functions.



# Skin Superheroes

Miami dermatologist Anna Chacon, MD explains that when applied topically, they send a signal to the dermis to produce more collagen. This natural response aids in repairing sun damage, enhancing skin elasticity, and reducing fine lines and wrinkles. "Peptides are referred to as building blocks because they form the structure of proteins, much like bricks form the structure of a building," says Dr. Chacon. "Without peptides, our skin would lack the necessary proteins for maintaining its firmness, smoothness, and overall health."

In skin care, four common peptide types are signal peptides, which stimulate collagen production, neurotransmitter inhibiting peptides that minimize dynamic wrinkles, carrier peptides that facilitate nutrient delivery, and enzyme inhibitor peptides that preserve skin structure. "When selecting products with peptides, consider formulation, packaging, and what other complementary ingredients are included,"

says Dr. Chacon. "You want to make sure that peptides are listed among the top ingredients to guarantee their potency and choose products packaged in opaque, air-tight containers. They can break down when exposed to air and light." Also look for products that combine peptides with antioxidants and hydrating ingredients, she says.

"Peptides are amino acids that act as cellular communicators," notes Josh Rosebrook, founder of Josh Rosebrook Skin and Hair Care. "These naturally occurring peptides regulate the structural integrity of the skin in its deeper layers. When incorporated into an effective formulation, they can result in firmer, more elastic, softer, and plumper skin with reduced fine lines." For best results, Rosebrook says to use a peptide formula twice daily to ensure a sufficient reservoir in the skin. "They are gentle and do not sensitize the skin like other ingredients, making them an excellent addition to any skin-care product."



Smooth operator **Maelove Peptide Squad Collagen Renewal Serum** combines four classes of skin-boosting peptides. *\$48, maelove.com*

**No7 Future Renew Damage Reversal Serum** employs a world-first peptide technology that reduces signs of aging. *\$40, us.no7beauty.com*



**111SKIN Wrinkle Erasing Retinol Patches** also feature vitamin C and a peptide complex for deep wrinkle reduction. *\$190 for three sets off five, 111skin.com*

# Hair Helpers

Peptides, including copper peptides, biotinoyl tripeptide-1, and keratin exhibit hair-strengthening potential, though not all claims have been scientifically validated. Proponents of peptides say they can improve blood circulation in the scalp, support protein and collagen production. Some

peptides are potentially able to inhibit dihydrotestosterone (DHT), a hormone associated with hair loss. "There are peptides that have been specifically designed to stimulate hair regrowth. A lot of that is reversing miniaturization," says Dr. Shamban. "When hair thinning starts, marked by early hair loss, it also involves thick terminal hairs morphing into finer strands, akin to baby hair, which happens over several

years." Anti-inflammatory peptides can help promote regrowth by reducing scalp inflammation. Jay Small, co-founder of Arey says peptides can even help delay graying. "We identified a clinically effective peptide, that when absorbed through the scalp effectively, can give the hair follicle amino acids that support the production of melanin, which is what gives our hair pigment."

## Weight Warriors

Peptides have revolutionized the weight-loss landscape, offering an effective complement to a healthy lifestyle. According to obesity specialist Dr. Spencer Nadolsky, medical director of WeightWatchers, the most renowned weight-loss peptides are the GLP-1 agonists. FDA-approved medications like Wegovy and Zepbound target appetite and craving centers in the brain. "As a result, they help people eat fewer calories while staying satiated without cravings and therefore lead to weight loss." These peptides work by reducing appetite, making it easier to stick to a calorie-restricted diet. They interact with specific receptors in the brain, particularly in the hypothalamus, responsible for regulating hunger and appetite. By binding to these receptors, GLP-1 agonists signal to the brain that you are full. New York endocrinologist Rocio Salas-Whalen, MD,

explains, "Endogenous peptides promote satiety, decrease hunger hormones and also convert white fat into brown fat, which increases thermogenesis and in turn metabolism and fat burning." They can also slow gastric emptying, keeping the stomach fuller for longer. However, safety and efficacy are paramount when considering peptide use for weight loss. Dr. Nadolsky strongly advises against non-FDA-approved medications, including peptides and compound versions, as their safety and effectiveness remain unverified. Dr. Salas-Whalen adds, "The efficacy and safety of naturopathic peptides available at medspas or from private sellers are not known, as only incretins are FDA approved."

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## Peptides for Weight Loss

### Semaglutide (Wegovy):

FDA-approved GLP-1 receptor agonist that reduces appetite and can yield up to a 20% weight loss.

### Tirzepatide (Zepbound):

The most recent GLP-1 to receptor agonist to receive FDA approval, offering the potential for up to a 24% weight loss.

### Liraglutide (Saxenda):

An FDA-approved peptide that helps curb cravings and typically leads to an average fat loss of 5-10%.

# 2

## to Try



Revitalize strand strength with Act+Acre 3% Stem Cell Peptide Scalp Treatment, fortified with a growth peptide that combats thinning by minimizing DHT damage.

*\$120, [actandacre.com](http://actandacre.com)*

With antioxidants, herbal extracts and a special peptide created to slow the early onset of grays, Arey's To the Root Serum is a real strand savior.

*\$55, [areygrey.com](http://areygrey.com)*

