

## Gold and silver in cosmetics: benefit or marketing ploy?

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Recently, such unusual ingredients as gold and silver are often found in the composition of luxury cosmetics. What is it - a publicity stunt to attract customers or really valuable components that have a healing effect on the skin? Let's try to clarify.

Precious metals have always been attributed miraculous properties. Many people believed that even ordinary contact of gold with the skin has a positive effect on it. Chinese princesses massaged their faces with gold rollers, while Eastern rulers slept in gold masks - it supposedly helped to prolong youth and preserve beauty.



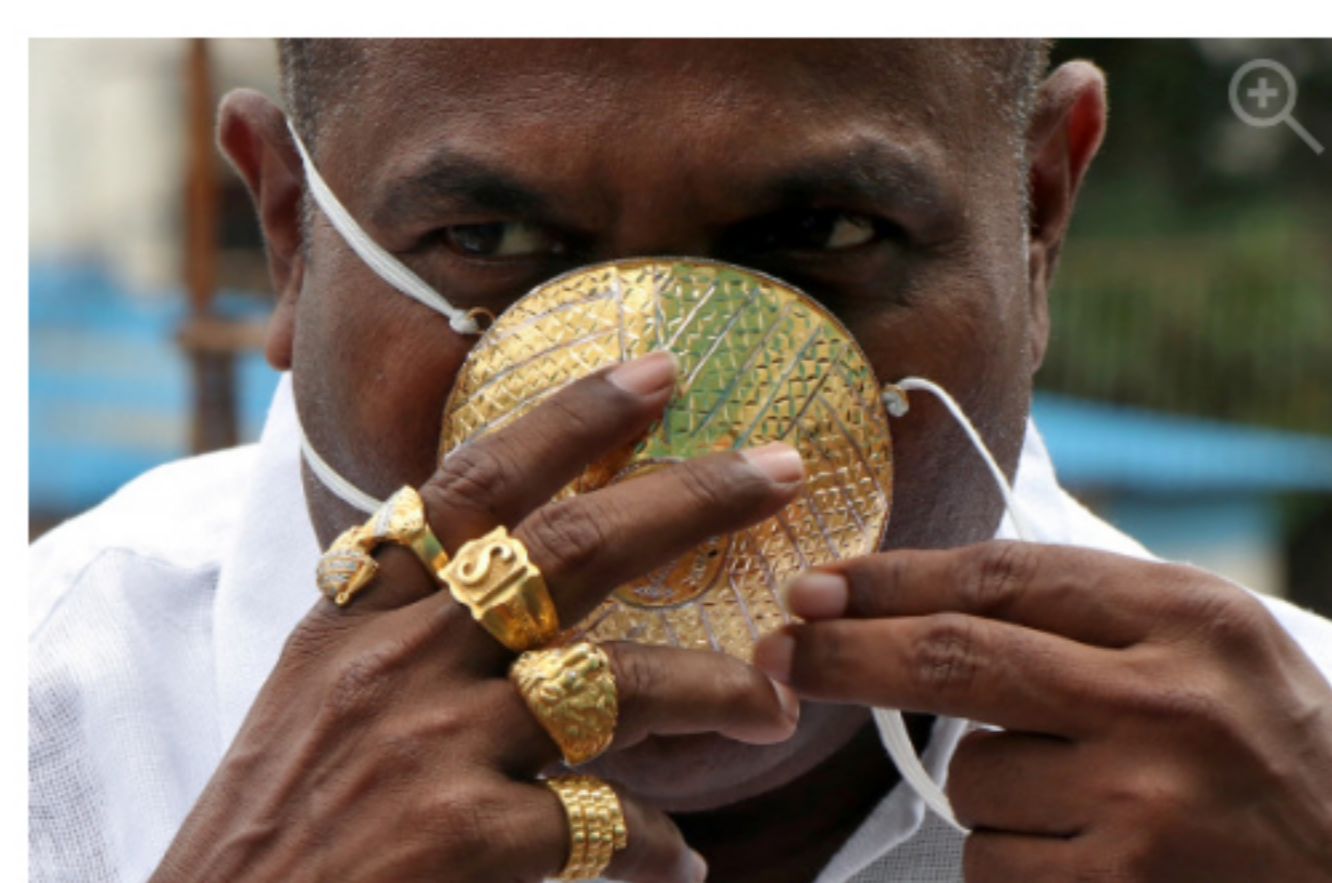
An ancient Chinese imperial mask from Sichuan province - Scampix

"Flesh of the Gods" - that's what gold was called in Ancient Egypt. In this civilization, gold was not just a precious metal and a status attribute. Since gold does not oxidize and after many hundreds of years looks and shines almost like new, it gave the Egyptians the idea of eternity.

The ancient inhabitants of the banks of the Nile believed in the healing properties of gold, so it was part of many medicines. The Egyptian ruler Cleopatra added gold particles to her food and drinks, applied gold powder to her body and dissolved it in her bath. Golden tooth crowns were found in the mouth of the pharaoh Helen's mummy, who was buried about 4500 years ago. Gold settles perfectly in the body, does not cause allergies, does not deteriorate and does not oxidize. For the same reason, in ancient times, cosmetics were stored in gold containers: it helped to prolong their life.



Kanazawa Prefecture in Japan has been producing fine gold foil since the Middle Ages. It is used to paint Buddhist altars, screens, caskets, as well as in cosmetics and food products. From sushi to coffee and ice cream, Japanese restaurants often offer 'glamorous' dishes covered in gold foil these days. This tradition dates back to ancient times, and there are no more aesthetics in it than medical considerations.



Indian Shonar Kumbhar in a \$3,870 gold mask during the COVID epidemic - Scampix

Apart from oxidation, gold has several other important properties that are used in cosmetology. Gold has the ability to increase blood circulation and oxygen exchange, two properties that play a key role in skin rejuvenation. In addition, gold promotes the elimination of toxins and waste products, reduces blood flow congestion and edema. A precious metal from different points of view.



Publicity photo

Silver was attributed almost as much healing properties as gold. And there is no mystery here: silver ions have a strong antibacterial effect. The idea of pouring water into a silver cup or putting a 5 lat silver coin in a water pitcher, as our grandmothers did, makes sense - silver ions inhibit the reproduction of microorganisms.



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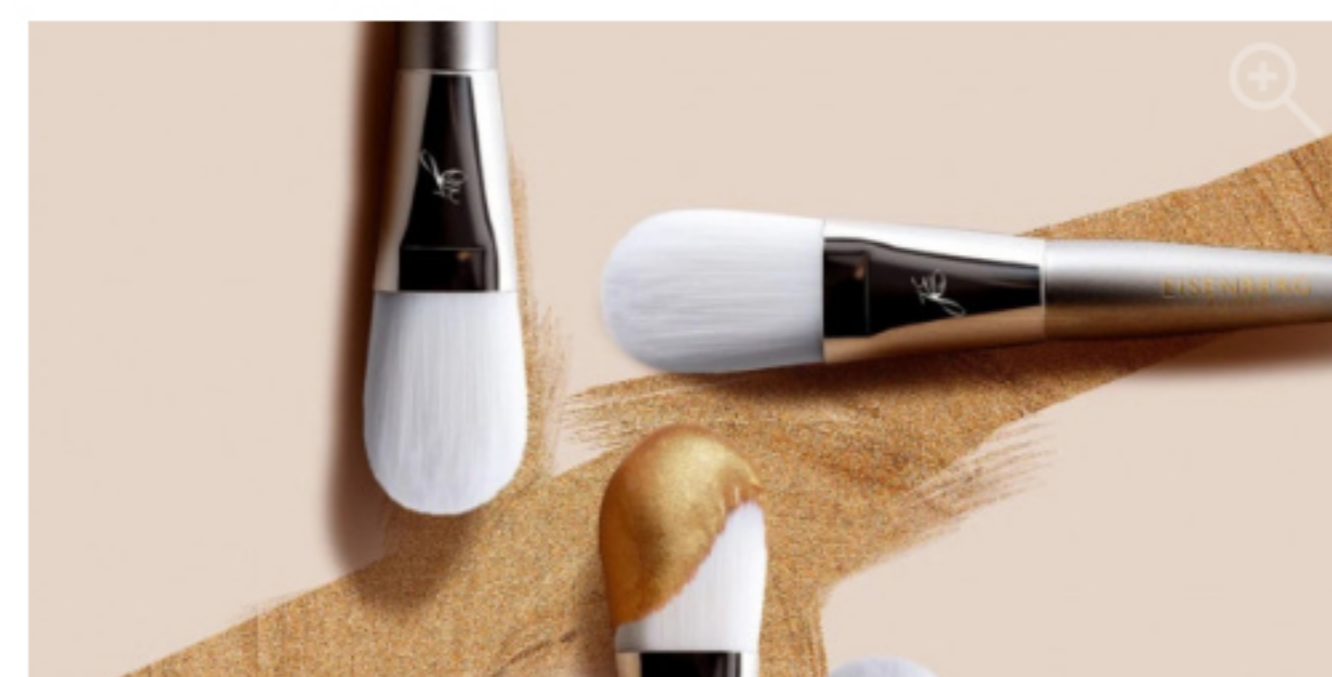
By the way, many cosmetic brands make cosmetics based on silver ion water. However, the metal itself is often added to cosmetic products.

In cosmetics, silver acts primarily as an antiseptic. It is able to fight the wide range of viruses, bacteria and fungi that often live on our skin, causing its inflammation. Silver is often found in acne serums. The US Environmental Protection Agency has included silver ions in the list of antiseptic components that are effective against the coronavirus.



Silver has another valuable property - it helps heal wounds. For this purpose, already in ancient times, bandages were impregnated with a silver salt solution. Silver ions act on nerve endings, reducing pain and swelling. Therefore, nowadays silver is often added to preparations used after injuries.

Colloidal gold and colloidal silver are registered in the Cosing register of cosmetic ingredients and are permitted for use in cosmetics according to the European Cosmetics Directive. They are used both by themselves and as a "vehicle" for delivering other active substances deeper into the skin.



Publicity photo

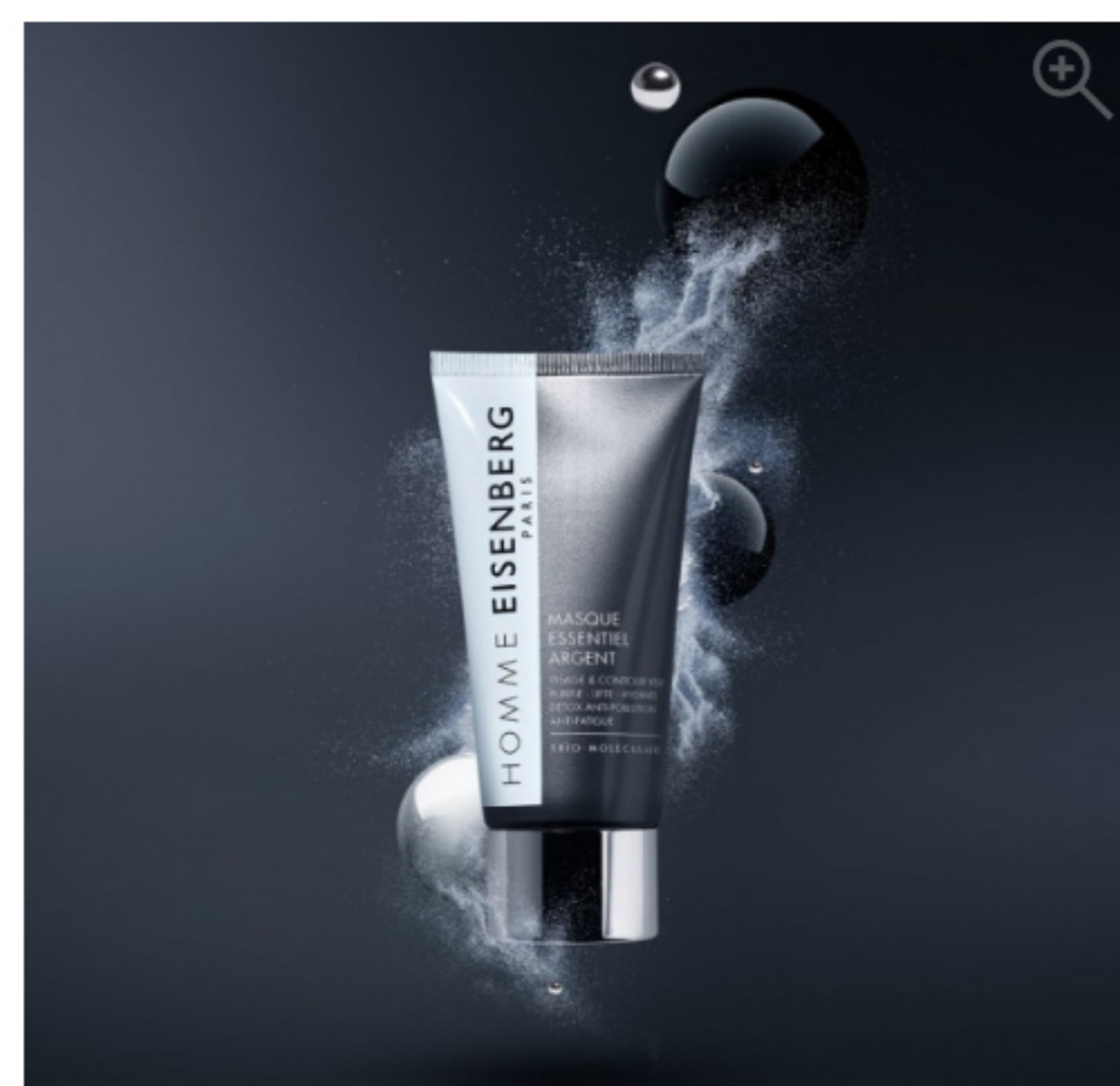
In the range of selective cosmetics today, you can find many products with gold and silver. One of the most technologically advanced products is offered by the French brand Eisenberg Paris. The skin care coach of this brand, Liga Lúse, told how these precious metals are used in them.

"Gold is most often found in antiaging products for lifting and increasing skin firmness. This is due to the ability to stimulate collagen synthesis and activate the natural regeneration mechanism. Since these products use the smallest gold nanoparticles, they are able to penetrate deep into the skin and do not accumulate in the upper layers. Of course, gold does not work here alone, but in synergy with other useful substances. For example, in the gold cream mask *Echellence Masque Ultralift Or*, gold is combined with peptides and with high molecular weight hyaluronic acid. The result of such a mask is immediate and absolutely visible - after just 15 minutes, wrinkles smooth out, the skin becomes fresher and firmer."



Publicity photo

Silver is included in another product of this French brand - the *Essentiel Argent* mask, designed specifically for men. It has no smell and has a light gel texture - everything that men love (the League recommends that ladies try this mask as well - it does not have any specifically "masculine" effect). Silver is the main component here, which has an anti-inflammatory effect and protects and soothes the skin. The main highlight is designed so that silver nanoparticles penetrate deep into the skin and destroy harmful microflora.



Publicity photo

Thus, today gold and silver are no longer secret components and are actively used in cosmetics. Of course, when you apply a gold or silver mask on your face, you will not see such a bright effect as in the advertising pictures. Cosmetic gold looks slightly greenish on the face, while silver looks dark grey, almost black. However, the effect produced by these means can definitely be called valuable. Cleopatra would appreciate it.

Ask your question to the NRA Lifestyle experts by sending it to e-mail: [dzivesitils@nra.lv](mailto:dzivesitils@nra.lv)

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