

Daniel Radcliffe's favorite gear and gadgets. (Sorry, no wand) **D11**



OFF DUTY



The return of the late, great American station wagon—as a Jaguar **D11**

EATING | DRINKING | STYLE | FASHION | DESIGN | DECORATING | ADVENTURE | TRAVEL | GEAR | GADGETS

© 2017 Dow Jones & Company. All Rights Reserved.

THE WALL STREET JOURNAL.

Saturday/Sunday, November 11 - 12, 2017 | **D1**



A New Wrinkle

In the beauty biz, ‘anti-aging’ has become a taboo phrase, replaced by coded, botanical buzzwords. But what exactly do ‘restorative leaf juice’ and ‘time traveler serum’ do?

BY DANA WOOD

AT THE NAPA, CALIF., headquarters of Vintner’s Daughter, purveyors of a single product—a plant-based face oil dubbed Active Botanical Serum that costs \$185—a neon sign telegraphs the brand’s ethos: “Beauty is a light in the heart.”

That’s pretty far afield from the traditional notion of beauty, which has often amounted to “I’m gonna fight this lines-and-wrinkles thing to

my last dying breath.” But the company’s founder April Gargiulo, 43, doesn’t believe in any of that anti-aging talk, or the chemicals associated with some old-school wrinkle fighters. Though her serum promises to restore “skin’s balance, texture and natural radiance,” which sounds a little wistful for youth, she says she considers aging a privilege. “For us, that [message] always rings true, whether you’re 25 or 45. A big part of it comes from feeling like you don’t have to cover anything up. You can be your true self.”

In beauty, particularly in skincare, we have of-

ficially entered the Authenticity Era. From the banning of the phrase “anti-aging” from the pages of Allure magazine to the rise of “clean” products with botanical ingredients, the beauty industrial complex seems determined to send a boomer-friendly message that pandering to youth-craving is over. “People—women in particular—are often shamed in our society for growing and looking older,” said Michelle Lee, Allure’s editor, explaining the ban. “We wanted to shift that narrative.”

While you can debate whether the phrase “anti-aging” is inherently negative or not, there’s a growing sense that the term is taboo, especially on beauty products. It’s certainly not trendy. “That terminology just feels really old and irrelevant, not ‘modern’ or ‘transparent’ or ‘empowering,’” said Wendy Liebmann, co-founder of WSL Strategic Retail, a New York-based market research firm that in 2016 compiled a study with the cheery title ‘How Mediocrity Undid Shopping.’

The study’s data reflects the many ways in which the American consumer is confused about skincare products. Only 55% of participants felt

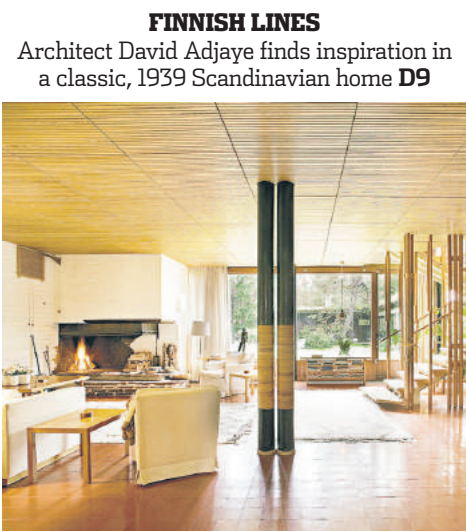
Please turn to page D2

[INSIDE]



DESCEND INTO GLADNESS

Escape the crowds, happily, at these under-the-radar ski resorts **D8**



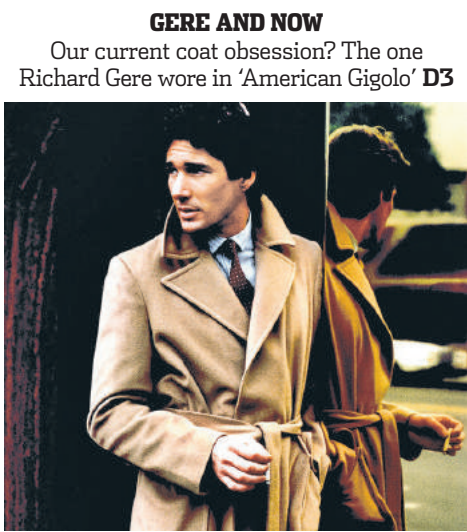
FINNISH LINES

Architect David Adjaye finds inspiration in a classic, 1939 Scandinavian home **D9**



HIDDEN TREASURE

Bordeaux isn’t just red wine. The obscure white varieties reward inquiry **D4**



GERE AND NOW

Our current coat obsession? The one Richard Gere wore in ‘American Gigolo’ **D3**

PANERAI

PANERAI.COM • +1 877 726 3724

LABORATORIO DI IDEE.

SIDNEY
1918
GARBER

SIDNEY GARBER

PLUME EARRINGS
18K YELLOW GOLD WITH DIAMONDS. \$6,500

998 MADISON AVENUE, NEW YORK, NY 10075
212 274 1111

118 EAST DELAWARE PLACE, CHICAGO, IL 60611
312 944 5225

visit our online shop!
SIDNEYGARBER.COM

STYLE & FASHION

DON'T MENTION AGING

Continued from page D1

brands clearly communicate product benefits, only 46% felt brands are “honest,” and 39% said they have a clear read on ingredients. None of those numbers, said Ms. Liebmann, inspire confidence. “The term ‘anti-aging’ doesn’t tell a story,” she emphasized. “People are looking for specific, factual benefits and solutions, particularly around health, wellness and beauty.”

The shift away from anti-aging is drawing more women to the concept of clean beauty, especially when it’s bolstered by evidence that the products are natural. While there’s no official definition of “clean” (as compared to “organic,” which is codified by a precise set of certification guidelines), products marketed as such are typically derived from plants and other natural ingredients, and are devoid of the most demonized cosmetic chemicals, including parabens, phthalates, sodium lauryl sulfate and triclosan. Ms. Liebmann sees a connection between “this age-positivity moment and a concurrent rise of the luxe-natural skin-care category.”

Another difference, according to Ms. Liebmann: Such brands are grounded in “the integrity of the founder.” Goals include emphasizing transparency about ingredients, developing trust and personally vetting the products.

Jeannie Jarnot, a former spa director at the Four Seasons San Francisco and founder of Beauty Heroes, a Bay Area-based clean-beauty subscription service, for example, chooses one product a month that she researches and clears to send to her subscribers, who pay \$115 for a three-month subscription. One-off visitors can also search the site and find, say, an \$90 balm by Mahalo Skin Care with carrot and tamanu oils that promises to diminish inflammation. The site offers a free pocket guide to “Ingredient Intel” that lists the ingredients (dubbed “Villains”) deemed toxic by international-standards’ groups but still often found in beauty products.

Likewise, Boston-based multibrand clean retailer Follain (a Gaelic word for “health and wellness”) posts an extensive “Restricted Ingredients” list on its website that details the beauty ingredients the company



THE NEW ‘CLEAN’ BOTANICAL ALTERNATIVES

From left: May Lindstrom Blue Cocoon, \$180, follain.com; Intelligent Nutrients Time Traveler Serum, \$90, follain.com; Needle-less Line Smoothing Concentrate, \$115, goldfadenmd.com; Active Botanical Serum, \$185, vintnersdaughter.com; Stress Check Face Mask, \$59, thisworks.com; Goji Body & Face Cleansing Oil, \$52, sansceuticals.com

avoids when choosing product lines to sell. “We worked with environmental-health experts [listed by affiliation] to build that list,” said founder Tara Foley. It’s a crib sheet meant to educate buyers to carefully review what’s on the label of most beauty products.

Product names are short and designed to be comforting.

The new crop of clean beauty products comes with massaged messaging: Creams, lotions and cleansers are labeled “Nourishing,” “Restorative” and “Purifying,” hoping to draw us in under a wellness spell. Product names are often relatively short and tilt in a comforting direction: Consider “May Lindstrom The Blue Cocoon” or “Indie Lee Swiss Apple Facial Serum.” Meanwhile, anti-aging nomenclature often reads like the subtitle of a clinical study. A typical example: “SkinCeuticals Retexturing Activator: Bi-Functional Resurfacing and Replenishing Serum.” It feels like the difference between Pollyanna’s beauty cabinet and one that the A.I. Ava (Alicia Vikander) in the 2015 film “Ex Machina” might have stocked.

As comforting as these newer approaches appear, the simple question remains: What do these clean products promise? Intelli-

gent Nutrients’ Time Traveler Serum sold at Follain, for example, has sea daffodil, fennel, Spanish needle and red algae that purportedly “help cell regeneration.” But do they? And if you’re taking “anti-aging” off the table, is there a plausible workaround for products aimed at removing the signs that we’re past the age of, say, 5?

It’s too early to say, said Dendy Engelman, a New York City-based dermatologist, when asked to compare the efficacy of clean versus classic serums. One of the points of difference, she said, is that so far most clean products haven’t undergone clinical trials, which beauty companies perform to test the safety and efficacy of formulations, as well as to support their claims. Many clean products, said Dr. En-

gelman, “aren’t going to be as potent as something that was formulated specifically for anti-aging.” A lot of them may work to a certain extent, she added, “but they aren’t going to change the structure of your skin.” Clean brands such as Tata Harper, based in Vermont, and Goldfaden MD, founded by Florida-based dermatologist Gary Goldfaden, are also moving forward with research and development to support their claims.

For now, anti-aging phrasing continues to have a presence. New York-based unisex beauty line Malin + Goetz deploys some of the old lingo, especially on its website, for one key reason: search engines, said co-founder Andrew Goetz, “It is in the vernacular, and we have to use it to a certain extent. No one’s Googling ‘aging gracefully.’ ”



THE ANTI-AGING STALWARTS

From left: 37 Actives High Performance Anti-Aging and Firming Serum, \$175, drmacrene.com; The Next Generation Double Serum, \$89, clarins.com; IT Cosmetics Secret Sauce Anti-Aging Moisturizer, \$68, sephora.com; Advance Génifique Sensitive Serum, \$78, lancome-usa.com; Dr. Barbara Sturm Molecular Cosmetics Super Anti-Aging Serum, \$350, net-a-porter.com



AGJEANS.COM

F. MARTIN RAMIN/THE WALL STREET JOURNAL

ALL STYLING: GUY AROCH