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DNA-tested cosmetics come to Europe

By Simon Pitman

27/07/2006 - **Genelink's Dermagenetics brand has been making a big splash in the US with its DNA-tested and tailored anti-ageing treatments. Now available in Europe, the company is claiming that its approach could be set to revolutionise the approach to cosmetic treatments worldwide.**

The company claims that the big difference is in the swab test all its customers take to create a night cream that is specifically formulated around their [DNA](#) and the requirements of their skin.

This tackles the problem of cosmetics products that are not specifically formulated according to individual requirements, thus avoiding the use of ingredients that might not be compatible with specific skin types and that could lead to toxic build-up.

Such toxic build-up can cancel out the efficacy of key active ingredients, rendering cosmetic treatments useless, as well as making the skin more sensitive.

Although the DNA testing behind the formulation is said to use advanced technology, the actual principal is simple. Following an initial on-line consultation, the company sends out a kit in the post containing an explanation of the [Dermagenetics](#) skin care programme.

It also contains swabs, which are used to take samples of DNA from the inside of the mouth. These samples are then sent back to the company's laboratories, where, after a careful analysis of the DNA, a night cream is prepared according to individual requirements.

Clinical tests are said to show that this 'genetically guided' cream is considerably more effective than generic night creams.

The company says that during an eight week, double-blind, randomised and controlled study using 31 pre-screened women showed that its 62 per cent experienced a substantial reduction in the appearance of wrinkles after 14 days of treatment. After 56 days, the number of participants reporting reduction in the appearance of wrinkles rose to 70 per cent.

So what is in this magic formula? It would seem like there are no wonder ingredients, just minerals, enzymes, herbal extract and acids that are balanced to meet specific skin care requirements.

The key is that each of the ingredients is tailored to individual requirements, avoiding potential allergies and ingredients that will not be compatible with specific skin types.

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[GeneLink](#) claims that many Hollywood A-list stars are using Dermagenetic skin care, something that has helped to boost the profile of the product line and in turn sales.

But will this really prove the way forward for the cosmetic industry? Will the race be on to invest in DNA research and development and the formulation of tailor-made products?

It seems that there are a couple of major obstacles that might impede the immediate take-up of this kind of DNA-tested cosmetics in the mass market.

The first is obvious. Convenience. Most consumers expect to just walk into a beauty store and choose the skin care products they want. Indeed this is an enjoyable experience for many.

But if all the hype over DNA tailored cosmetics is to be believed, making it easier and cheaper to buy could make this innovation one to look out for in the future.

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