

COSMETIC DERMATOLOGY

Clean Sweep

P&G promotes cleanser cloths as superior to other skincare products

BY LAIRD HARRISON STAFF CORRESPONDENT

San Francisco — Laboratory studies show that Olay Daily Facial cloths do not damage the stratum corneum, according to investigators for Procter & Gamble, maker of the products.

“While they clean dirt, cleansers damage the surface of the skin,” said investigator Timothy W. Coffindaffer, Ph.D. “Olay Daily Facials cloths actually improve the skin.” Tests of skin capacitance, transepidermal water loss, expert visual grading, and microscopy all show that women’s skin fared better with the Olay cloths than with other products,” Dr. Coffindaffer said.

In presenting two studies via posters at the American Academy of Dermatology meeting, the company hoped to convince doctors to recommend the new cloths instead of more popular products from Dove (Dove bar, Dove Lathering Cloths) and Galderma (Cetaphil).

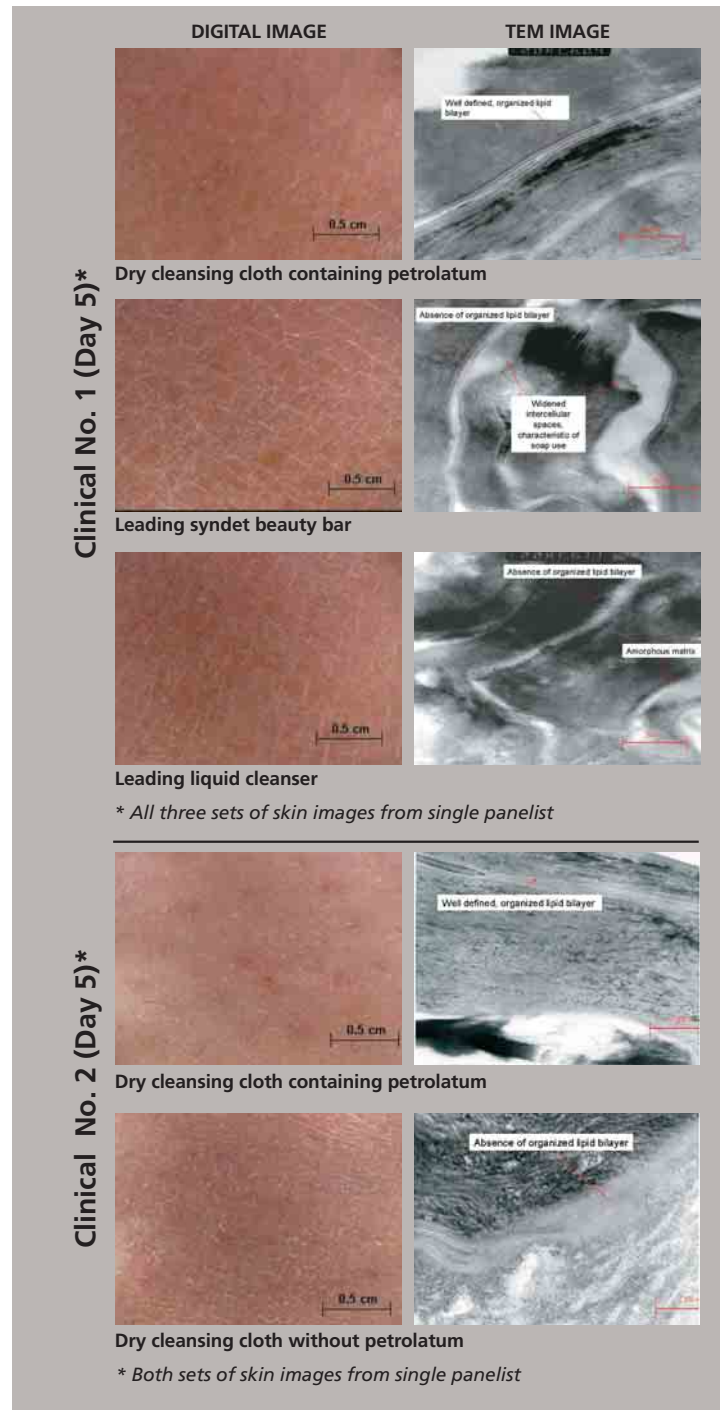
Olay Daily Facials, reintroduced in February 2003, come in three types: combination for oily skin; two-ply cloth with a rayon/polyester blend on one side and paper on the other, for normal, dry; and for sensitive skin, a single-ply rayon/polyester cloth. The surfactants cocamidopropyl betaine or cocamidopropyl sultaine, sodium lauroyl sarcosinate, and decyl glucoside are combined with petrolatum. After applying water, the cloths are rubbed lightly on the face, creating lather, which is then rinsed off with water.

Petrolatum Moisturizer

Dr. Coffindaffer said Olay Daily Facials do not hurt the skin because of the protection afforded by the petrolatum. “Petrolatum is recognized as the best moisturizer,” Dr. Coffindaffer said. “These cloths leave the skin in an elegant state from a sensory experience, as well.”

In the first study, 12 women with Fitzpatrick skin types I-IV each washed different sites daily with Olay Daily Facials, Dove bar, and Cetaphil.

On day 5, Olay Daily Facial sites were given a mean expert visual dryness grade of 2.58 while Dove bar sites received a grade of 3.13, and the Cetaphil sites received a grade of 3.00 (the



higher the dryness grade, the drier the skin).

The Olay Daily Facial sites had a mean corneometer (capacitance) value of 28.71, while the Dove sites had 21.81, and the Cetaphil sites scored 24.30. (The higher the corneometer value the greater the hydration.)

In a second study, a group of 30 women used Olay Daily Facials on one site and Dove Lathering Cloths on another site, twice daily. On day 5, Olay Daily Facial sites were given a mean expert visual dryness grade of 2.80, while Dove Lathering Cloth sites received a grade of 3.10. The Olay cloth sites' mean corneometer was 21.70, compared to 20.01 for the Dove cloth sites.

Experts, who worked for independent contractors, were blinded to the products used on the skin they evaluated. All the differences in these results

from both studies were significant at >95 percent confidence, except the corneometer in the second study, which was significant at 94 percent confidence.

Tests Vary Due to Geography

One reason why measurements for the Olay cloths varied so much between the two studies may be that the studies took place in different climates; the first in Cincinnati, the second in Colorado Springs, Colo., said Sherrie Kinderdine, B.S., senior researcher.

For the first poster on the two studies, the investigators displayed images of one individual from each study showing dryer skin for the competing cleansers and skin that actually appears smoother on day five than at baseline for the Olay product.

In a second poster on the same studies, investigators also presented

images created on day five by differential interference contrast (DIC) light microscopy and transmission electron microscopy (TEM) of tape strips from the same individual from each study. Visual and instrumental differences were used to select one representative set of tape strips from a single individual (all fell within one standard deviation of the mean difference), the investigators reported.

The images suggest that skin washed with the Olay cloths had a smoother surface and a more compact stratum corneum, with better defined lipid bilayers, than skin washed with any of the three competing products.

Kinderdine, Marcie Schnicker, B.S.; James Li, M.S.; Dirk Domaschko, M.S.; Ying Boissy, B.S.; Seth Lindberg, M.S.; and Charlie Rader, B.S., all of Procter & Gamble, contributed to the studies. 