

Cosmeceuticals



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I don't think you need to be a healthcare professional to realise that 'Cosmeceuticals' (or aesthetics) has been one of the largest commercial growth areas of the 21st Century. Anti-aging is the big buzzword and both men and women are willing to spend time and money to look younger for longer. In the UK the industry is reported to be worth £1.1 billion.

But staying wrinkle-free isn't just a Western preoccupation. Since June 2007, Lebanon's First National Bank has been giving out loans for cosmetic procedures. Dubbed 'plastic surgery loans', those in pursuit of beauty can borrow anything from US\$1,000 to \$5,000 for surgery, as long as they are employed and under 64 years of age.

At Durbin PLC we always like to supply our customers with whatever they need and we've noticed that demand for various Cosmeceutical products has rocketed. We have therefore decided to expand

into this exciting market. As always, I've been picking the brains of experts and immersing myself in research and information so that I can improve my understanding of this area. And, let me tell you, it has been a steep learning curve!

Known as the cornerstone of Cosmeceuticals, Botulinum Toxin (a purified protein toxin produced by the Clostridium Botulinum bacteria) has been used as an anti-wrinkle therapy in the UK for 12 years and is the most popular procedure in many cosmetic surgery clinics. It works by blocking impulses from the nerve to the tiny facial muscles, causing the muscles to relax. As the muscle stops contracting, the skin overlying the muscle relaxes and the wrinkles soften. The procedure – an injection usually in the frown lines between the eyebrows, in the horizontal forehead lines and/or in crow's feet around the eyes – takes 10 minutes. The manufacturer states that the effects last about three months, although many cosmetic surgeons report that the results routinely last four to six months. Patients usually return two to three times a year for maintenance treatments.

As well as these wrinkle-smoothing injections, a recent report by the Royal College of Surgeons in the UK shows that demand for dermal fillers, laser hair removal, photo rejuvenation and the use of skin peels and microdermabrasion has

also increased.

But what strikes me in particular about this slice of the healthcare market is that the consumers themselves are impressively self-educated. Rather than looking for a bargain or booking a treatment on impulse, they carry out extensive research and value word of mouth recommendations. They're ingredient-conscious and take time to make a sensible choice. In other words, this group of consumers demand the utmost quality without compromise, taking time to find an experienced surgeon who uses only the best products.

And that links up brilliantly with Durbin's overall philosophy. We offer extremely competitive prices, but we never compromise on quality. That's probably why we've been asked several times recently – when we've been exhibiting abroad and via enquiries from the website – to source Cosmeceuticals of the highest quality. We wouldn't, of course, source anything but... **MEH**

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Durbin PLC is a British company based in South Harrow, London. Established in 1963, the company specialises in supplying quality assured pharmaceuticals, medical equipment and consumable supplies to healthcare professionals and aid agencies in over 180 countries. As well as reacting rapidly to emergency situations, Durbin PLC responds to healthcare supply needs from local project level to national scale programmes. Web address: www.durbin.co.uk
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