

Facial Creams: Day vs. Night

Skincare company experts shed light on the differing benefits of morning and evening facial formulas. *By Rachel Kossman*

Ron Cummings, president and founder, Amino Genesis: The main strategy behind using both a day and night cream is to combat the varying challenges our skin is subjected to in a 24-hour period. Simply put, the job of facial creams is to *protect* during the day and *nourish* at night. A day cream's main objective is to safeguard against environmental stressors—sun, wind and pollution, to name a few—that skin is exposed to throughout the day. On the other hand, a night cream should be formulated to replenish nutrients and promote regeneration of skin cells, a process that occurs as we sleep.

Sonia Boghosian, president, Bio Jouvance: Many clients ask, 'Why can't I just use the same cream for my day and night regimens?' It's up to estheticians to educate their customers when selling skincare products.

Day creams are formulated to be lighter than night creams, and most advanced day creams have UVA and UVB protection. Night creams are designed to be slightly heavier, with special ingredients that nourish the skin, which is most receptive to higher-performance ingredients at night. I believe that when given this type of explanation, clients understand the importance of having separate products, and are more likely to purchase two creams rather than one.

Debbie Fitzpatrick, vice president and founder, Botanical Science, Inc.: When people ask me which are the most important products in a skincare regimen, I immediately think of sunscreen. It's vital that your clients use a day cream that contains SPF. Sun protection shields the skin from harmful UV rays, which cause a myriad of adverse reactions, including

AminoGenesis Wrinkle Arrest Anti-Aging Day Crème with Sunscreen and Therapeutic Facial Repair Anti-Aging Moisturizing Crème
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800.PEVONIA,
pevoniapro.com



Guinot Newwhite Brightening Day and Night Creams
800.523.1030, guinotusa.com

sunspots, rosacea flare-ups, wrinkles and discoloration. Night creams, by contrast, should help address other long-term skin conditions for a variety of age groups. Our Retinol Night Crème, for instance, is a formula that teenagers can use for hormonal breakouts, but older clients can apply it to minimize fine lines, brighten skin or balance oiliness.

Jenn Paris, national educator, GlyMed Plus: A day cream should hydrate and moisturize the skin, but it also acts as a barrier against the elements to reduce free-radical damage. It's just as important to use a night cream, but for different reasons. The skin's pores open up more overnight than during the day, and the skin heals itself while we're sleeping. Whatever products are used at night are more effective because the ingredients are more easily absorbed.

Karen Asquith, national director of education, G.M. Collin: Everyone needs a day cream to protect and to prevent premature aging and a night cream to correct skin damage. Day creams can help maintain a balanced hydrolipidic barrier, which deters the penetration of damaging substances and reduces trans-epidermal water loss (TEWL). They should contain antioxidants to harness free radicals, hydrating actives to sustain moisture levels, lipids to restore the skin's barrier function and calming actives to reduce inflammation. The circadian cycle dictates that human bodies

regenerate and repair at night, therefore night creams should be infused with powerful actives to moisturize, stimulate cell renewal, improve collagen and elastin synthesis, re-activate cellular functions, restore cellular communication and boost skin's immunity.

Elizabeth Murchison, director of education, Guinot: The biggest difference between day and night facial creams is that the former—in our case, Guinot's Newwhite Brightening Day Cream—contains vitamins for free-radical protection. Its nighttime companion—Newwhite Brightening Night Cream—is formulated with Omega oils for healing and nourishment. Generally speaking, night creams vary in texture but usually have a thicker consistency. Skin is at a resting state while we're sleeping, and better absorbs actives.

Christian Jurist, medical director of global education, Pevonia International: Using different facial cream formulas can help your clients maintain a youthful complexion while they protect their skin and prevent acceleration of aging symptoms. One of our recommended duos—Power Repair Marine Collagen Cream as a daytime moisturizer and Power Repair Firming Marine Elastin Cream for nightly regimens—preserves healthy levels of hydration within the skin that ensure better physiological functions, including cell growth and reproduction, and even immunity from environmental aggressors.



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