

Good to GLOW



It's a tempting prospect to bathe yourself in gold and let your inner goddess shine, but is the metal as marvellous as it seems?

Everywhere you look right now, there are salon creams and treatments promoting the benefits of gold, but what results can it bring to your skin?

New Laboratories chief executive Rohan Widdison says gold has a long and rich history in the beauty world.

"Gold has been used for centuries in ancient Egypt and long been used in Chinese medicine," he says.

"Metallic gold has also been used to treat rheumatoid arthritis for over 70 years.

"Using gold as a beauty product dates back to when Cleopatra covered her face in gold each night to maintain a youthful and radiant complexion."

But the jury is still out on gold's scientific benefits when it comes to skincare.

Cosmetic doctor Dr Imaan Joshi says there's a lack of definitive science to back up gold's claims to skincare glory.

"It's touted for being anti-inflammatory in its colloidal gold form but there's good evidence lacking for this,"

Dr Joshi says.

"Additionally, it may not suit people with a known history of allergies in whom it may exacerbate skin irritation and reaction."

In recent times, the trend towards gold facials — a shining star on social media — has been brought into the mainstream.

"Gold-infused products have been around for a while with Japanese company Umo bringing the gold facial to life in 2006 with the first 24-karat gold facial," Rohan says.

"You could say, though, that some of the Victoria's Secret models revamped the trend in 2016 when they took show prep selfies wearing gold face masks — we all want our skin to look as good as a Victoria's Secret model!"

GOLD RUSH

Rohan says nanotechnology has fast-tracked the popularity of gold-infused beauty with the development of colloidal gold — gold nanoparticles suspended in water. He says products made with colloidal gold could help you get that youthful glow.

"The benefits of using gold-infused beauty products include reducing inflammation that causes hyperpigmentation, it's a natural antioxidant and it also gives the effect of brightening the skin," he says. "When gold interacts with your basal cells, which are activated by the gold nanoparticles,

new skin cells are produced from the inside out, which leads to skin becoming more elastic. There is a visible reduction in pigmentation, and fine lines and wrinkles are reduced. From a topical perspective, because gold has light-reflecting properties, gold-infused beauty products can also produce a natural, luminous glow."

Gold has now been incorporated into a long list of beauty products, Rohan says.

"Gold-infused beauty products can also produce a natural, luminous glow."

— Rohan Widdison

"You'll find gold-infused beauty products in nearly all aspects of our beauty routines, including face masks, anti-ageing face serums and elixirs, eye patches and creams, facials, cleansers, moisturisers and lip balms," he says.

"I don't think there's a product category now that doesn't include a gold-infused option."

TEST YOUR METAL

Dr Joshi urges caution if you're thinking of trying these types of products in case you are someone who is prone to allergies and skin sensitivities. One study in North America found about 10 per cent of those patch-tested were allergic to gold.



