

Wash On Stays Put

Delivery of active ingredients in wash-off products is an obvious challenge, because they do just that — wash off. But California-based [Aquea Scientific](http://aqueascientific.com) (aqueascientific.com) believes it has found a solution with a platform that locks product ingredients into tiny **particles that naturally stick to skin and hair, even after washing** and patting dry, enabling them to continue delivering benefits throughout the day. Called Wash On, this innovation, which can be utilized within various skincare products, might prove particularly feasible in the application of sunscreens, says Aquea Scientific. A Wash On featuring an SPF was named Best New Technology at the 2006 HBA Awards, and one company, Freeze 24-7, has already taken advantage of this cutting-edge advancement. Its Ice Shield Facial Cleanser, which uses Wash On to incorporate a SPF15 moisturizer into the product, is marketed as an aid in the prevention of sun-induced damage to the skin. In addition to SPF, Wash On treatments for acne, antiaging and hydration might be just around the corner.

