

Peer-Reviewed Science. Not Marketing Language.

Every ingredient in our formula is supported by independent, peer-reviewed research published in leading scientific journals — before it ever reached our formulation.

British Journal of Dermatology

Bakuchiol vs. Retinol

Dhaliwal et al. 2019 — Prospective, randomized, double-blind study. Bakuchiol demonstrated comparable improvement to retinol in wrinkle reduction and hyperpigmentation, with significantly less irritation, dryness, and scaling.

✦ **Equal efficacy to retinol. Superior tolerability.**

International Journal of Cosmetic Science

Argireline® Peptide

Blanes-Mira et al. 2002 — Published clinical study demonstrating measurable wrinkle reduction via Argireline® (Acetyl Hexapeptide-3), a synthetic hexapeptide targeting expression-related lines.

✦ **Clinically validated wrinkle reduction.**

Journal of Drugs in Dermatology + NIH/PMC

Hyaluronic Acid

Pavicic et al. 2011 — Efficacy of different molecular weight hyaluronic acid in anti-wrinkle treatment. Papakonstantinou et al. 2012 — HA as a key molecule in skin aging. Both published in NIH PubMed Central.

✦ **Structural hydration. Measurable wrinkle depth reduction.**

Our Tri-Peptide System is supported by research published in the British Journal of Dermatology, International Journal of Cosmetic Science, and Journal of Cosmetic Dermatology.

MARKET POSITIONING

The Global Anti-Aging Market. Sorted by What's Actually In the Jar.

"Indep. Studied Ingredients" = count of actives independently validated by peer-reviewed journals. Proprietary/undisclosed ingredients cannot qualify. Counts reflect ingredient-level evidence, not formula-level studies.

BRAND / FLAGSHIP PRODUCT	PRICE	SIZE	ACTIVES	KEY ACTIVE INGREDIENTS	INDEP. STUDIED INGREDIENTS
Island Beauty Naturals Advanced Age-Defying Peptide	\$179→\$279+	30ml	7	Argireline®, Matrixyl® 3000, Organic Rose Water, Hyaluronic Acid, Bakuchiol, Niacinamide, Moringa Seed Oil	7 of 7
La Prairie — Platinum Rare Haute-Rejuvenation Cream	\$780	30ml	5	Hyaluronic Acid, Palmitoyl Pentapeptide-4, Palmitoyl Hexapeptide-12, Oligononapeptide-6, Ceramide NG	2 of 5
Augustinus Bader — The Rich Cream	\$265	50ml	4	Oligopeptide-177 (TFC8®), Hyaluronic Acid, Panthenol, Tocopherol	1 of 4
Chanel — Sublimage La Crème	\$395	50ml	4	Palmitoyl Tripeptide-1, Palmitoyl Tetrapeptide-7, Hyaluronic Acid, Adenosine	3 of 4
La Prairie — White Caviar Crème Extraordinaire	\$1,100+	50ml	3	Caviar Extract, Lumidose (proprietary molecule), Hyaluronic Acid	1 of 3
Guerlain — Orchidée Impériale Black The Cream	\$1,380	50ml	3	Black Orchid Extract, Diamond Dust ▲, Peptides (undisclosed)	0 of 3
Estée Lauder — Re-Nutriv Ultimate Diamond Crème	\$450	50ml	3	Black Diamond Truffle Extract, SIRTIVITY-LP™, Peptides (proprietary)	0 of 3
La Mer — Crème de la Mer	\$440	60ml	3	Miracle Broth™ (Algae Bioferment), Niacin, Tocopheryl — base is Mineral Oil ▲	1 of 3
Clé de Peau Beauté — La Crème	\$765	50ml	3	Platinum Golden Silk (proprietary), Ginseng Root Extract, Peptides (undisclosed)	1 of 3
Dior — Capture Totale Cell Energy Rich Crème	\$195	60ml	3	Longoza Extract, Hyaluronic Acid, Niacinamide	2 of 3
Lancôme — Absolue Soft Cream	\$185	60ml	3	Grand Rose Extracts, LR 2412 Peptide, Hyaluronic Acid	1 of 3
SK-II — Stempower Cream	\$230	80g	2	Pitera™ (Galactomyces Ferment), Niacinamide	2 of 2
Sisley Paris — Black Rose Precious Face Oil	\$295	25ml	2	Black Rose Oil, Botanical Extracts (undisclosed blend)	0 of 2

IBN: 7 of 7 actives independently studied. Best competitor: 3 of 4 (Chanel) — but none of those studies validate their proprietary formula. ▲ = Ingredient concern.

What They Don't Put on the Marketing Brochure.

Several ingredients common to high-priced competitors have no proven anti-aging benefit — and in some cases, carry documented concerns about skin health.

ABRASIVE / NO BENEFIT	<p>Diamond Dust <i>Found in: Guerlain Orchidée Impériale Black (\$1,380)</i> Proven benefit: NONE — Not an active ingredient. Classified by cosmetic chemists as an abrasive agent. Provides only a light-reflecting optical effect on the surface.</p>	<p>Used in facial creams (not scrubs), diamond dust can cause micro-abrasion and repeated surface irritation. No independent study supports any anti-aging claim. Paula's Choice formally classifies it: "an abrasive agent more likely to cause harm than good."</p>
PORE-CLOGGING RISK	<p>Mineral Oil (Paraffinum Liquidum) <i>Found in: La Mer Crème de la Mer (\$440) — 2nd ingredient on the list</i> Proven benefit: NONE — A petroleum byproduct used as an occlusive filler. Creates a surface barrier only. Has no anti-aging function whatsoever.</p>	<p>Traps dead skin cells, bacteria, and excess sebum beneath the skin surface. For oily, combination, or acne-prone skin, this actively worsens congestion and can trigger breakouts. Dermatologists have noted that mineral oil "suffocates the skin barrier" in prone skin types. You are paying \$440 for a \$6 petroleum ingredient as the foundation.</p>
COMEDOGENIC RATING: 5/5	<p>Myristyl Myristate <i>Found in: La Prairie Platinum Rare (\$780)</i> Proven benefit: NONE — Used as a texture agent and emollient. No anti-aging function.</p>	<p>Comedogenic rating: 5 out of 5 — the highest possible pore-clogging rating in cosmetic science. Listed in the La Prairie Platinum Rare ingredient deck. In a cream targeting aging skin at \$780, a maximum-comedogenicity filler ingredient has no defensible justification.</p>
ALLERGEN / SENSITIZER	<p>Synthetic Fragrance (Parfum) <i>Found in: La Mer, Chanel Sublimage, Guerlain (\$395-\$1,380)</i> Proven benefit: NONE — Added for sensory experience only. Provides zero skin benefit.</p>	<p>Fragrance is among the most common causes of skin sensitization and allergic contact dermatitis. Dermatologists universally recommend fragrance-free formulations for anti-aging use. Repeated exposure degrades the skin barrier over time. Charging \$400-\$1,400 for a product that contains a known sensitizer is a meaningful formulation compromise.</p>

Island Beauty Naturals contains none of the above. Every ingredient serves a documented function. No fillers. No abrasives. No petroleum derivatives. No synthetic fragrance.