

## TREND REPORT

## A NATURAL BALANCE

Probiotics and fermented foods are considered by many to be nutritional fixtures—Whole Foods aisles are stacked with artisanal versions of fermented staples like sauerkraut, kimchi and kefir, and no respectable supplement regimen is complete without a good probiotic. As digestive issues have become a more prevalent concern among Americans, an increased awareness about the importance of stomach health has followed suit.

“Because the skin is the most permeable organ, it reflects the state of our gut,” says Jelena Nikolajevic of Mainstay Acupuncture, who frequently puts her patients on oral probiotics and a diet rich in fermented foods to reduce inflammation that can lead to skin conditions like acne, rosacea, dermatitis and psoriasis. Now beauty brands say there is also a beneficial effect when probiotics and fermented ingredients are applied topically. Just as stomachs need to be repopulated with good bacteria to run smoothly, the argument goes, so too does our skin. “What these products are attempting to do is rebalance the bacterial ecosystem of the skin,” says facialist Kristina Holey.

While the probiotics in food and supplements use live bacteria, niche brands like Tula and Aurelia utilize bioactive probiotic molecules—a technology that allows their products to be effective and have a longer shelf life. As for fermented ingredients, they’ve been prized for years in Korea and continue to appear stateside. “Fermentation means allowing for the growth of good bacteria,” explains dermatologist Craig Kraffert. “They work on a molecular level versus a bacterial level like probiotics.” Often, though, half the battle skin-care companies face isn’t finding these miracle ingredients but convincing a squeamish public to embrace them. “First there was an ick factor,” says dermatologist Dendy Engelman, “but now people are more comfortable with the idea of probiotics and fermented ingredients in their skin care because they are more familiar with the terminology and the benefits.” —Fiorella Valdesolo

**ELIZABETH ARDEN**  
An exclusive probiotic complex with lactobacillus that helps rebalance skin’s microflora and boost its immune health. *Superstart Skin Renewal Booster*, \$65; [elizabetharden.com](http://elizabetharden.com).



**TULA**  
Dr. Roshini Raj sees her combination of probiotics and Nutripeptides as a healthy smoothie for your skin. *Hydrating Day & Night Cream*, \$52; [tulaforlife.com](http://tulaforlife.com).



**AMARTE**  
Their ginkgo nut extract is obtained by placing the ingredient in a fermentation tank, then a covered clay jug. *Overnight Express Therapy sleeping mask*, \$79; [amartekincare.com](http://amartekincare.com).



**AURELIA**  
The probiotic technology uses active molecules from bifidobacteria to manage excess inflammation in the skin, says founder Claire Vero. *Miracle Cleanser*, \$62; [netaporter.com](http://netaporter.com).



**THE BEAUTY CHEF**  
A blend of lactobacillus probiotics and bio-fermented lactic acid hydrates, exfoliates and boosts collagen production. *Probiotic Skin Refiner*, \$75; [shen-beauty.com](http://shen-beauty.com).



## STOREFRONT

## COMING TO AMERICA

After recently overhauling its London atelier, Huntsman—one of Savile Row’s most renowned tailors—will open its first permanent stateside outpost in New York City this month. Pierre Lagrange, the Belgian hedge-fund titan who bought the firm two years ago, calls the space a *pied-à-terre* since it is housed in a converted apartment inside the Renaissance building in Midtown. The appointment-only offshoot will offer a full bespoke service, staffed by cutters and specialists from London. The showroom is also outfitted with mementos from Huntsman’s 167-year history, including paper patterns of past clients, such as Henry Kissinger, Lucian Freud and Gregory Peck. “You can choose to have whatever you want to be made,” Lagrange says, recalling another longtime client. “Katharine Hepburn had all of her trousers made by Huntsman.” *130 West 57th Street, 7th floor, New York; h-huntsman.com.* —Mark Ellwood

**ON THE HUNT** Clockwise from above: Huntsman’s London cutting room; Queen Victoria’s ledger entry; Gregory Peck; Lucian Freud’s paper pattern.

