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Dermelect Cosmeceuticals Launches Antiaging Nail Color Line

By BELISA SILVA

This month, dermatological skin care company Dermelect Cosmeceuticals will enter the antiaging fashion nail category with Me, a range of peptide-rich cream colors, designed to infuse nails with nutrients.

"Nails and hands are a natural extension of the antiaging category," said Amos Lavian, president and founder. "As a company, we've never focused on pigeonholing ourselves on just offering skin care."

The star ingredient in the range is a protein peptide extracted from New Zealand sheep's wool, which is utilized for bone grafts and skin adhesives in the medical arena.

"It's a material similar to bones and fingernails," said Lavian.

Housed in square glass vessels with aluminum caps and artist brushes, the line is designed to impart overall nail health in two coats. The range will launch with six initial colors with names like Luxurious, a lilac hue, and Head Turner, a rich shade of orange.

"The first coat bonds to the nail while the second fuses to the base coat to create a flexible web of color," said Lavian. The result is fast-drying color said to last between seven and 14 days, as well as improving the condition of the new nail growing in.

Industry sources expect the range, which will enter high-end apothecaries like C.O. Bigelow this month, to generate \$2 million in its first year. In addition, discussions are under way for Me to enter prestige spa and salons as well as medical spas and doctors' offices. "Salons are excited about the potential of offering antiaging manicure and pedicure services," said Lavian, who added that an antiaging foot cream and additional colors will be added in the fall.



The Dermelect Me nail line.

Photo By John Aquino