

Radiant Orchid is the 'It' flower in beauty products

Orchids are trending in fragrances and products for skin, nails, lips, eyes and more.

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Radiant Orchid, the trend color of 2014 as decreed by color specialist Pantone, has shown up all across the beauty spectrum. The flower is appearing literally — as the key ingredient in Clarins Blue Orchid Face Treatment Oil, for instance. Or it's an inspiration — for example, as the basis of trendy nail wraps from Jamberry Nails Radiant Orchid Collection.

In skin care, orchid extract is touted as an effective moisturizer; orchid leaves contain plant pigments called anthocyanins — also present in blueberries and acai — known for their antioxidant and anti-inflammatory properties.

"The idea is a good one," said Ariel Ostad, clinical assistant professor in the department of dermatology at New York University Medical Center. According to Ostad, the innate properties of orchids can potentially help stimulate collagen production and fight free radicals.

"It's certainly a nice step forward," he said. "But the question is, have adequate studies been done to prove that the amount of extract in a particular product is enough to make a difference?"

So it may be an uplifting idea to use orchid, but the jury is still out on how effective the ingredient will be in any given product. Beyond skin care, using orchid-inspired cosmetics is an easy way into the trend, with the brilliant purple-pink hue showing up in products for lips, eyes, cheeks, nails and even feathery faux eyelashes.

Skin

Orchid, ginseng and glycoproteins are at the heart of the Oxygen Revitalizing Cleanser (\$45) from Aurora De Juliis MD line. It also has Japanese green tea to soothe skin. auroradejuliismd.com