

WOW MAGAZINE - GOSSIP

# REISHI MUSHROOM AND OTHERS DEFINED AS VITAL: THE POWERFUL ANTIOXIDANT INGREDIENTS THAT PROTECT THE SKIN BARRIER

Posted by [Radio WOW editorial team](#) on 7 March 2024



**Reishi mushroom** and other varieties in face cream are **nothing new** in the world of cosmetics. In the East, where they are called **vital mushrooms**, they have been used for millennia not to cure but to preserve the body's well-being by supporting the immune system, while the West began to appreciate those included in skincare products in the 2000s. « *Menard*, which celebrates its 65th anniversary this year, has always included them in its skin care treatments, and was **the first to bring cosmetics based on Reishi mushrooms to Italy over twenty years ago**», explains **Carolina Catalani, Director of Finmark Skincare Division**. *Andrew Weil, an American doctor and supporter of integrative medicine and founder of the Center for Integrative Medicine of the same name at the University of Arizona College of Medicine*, also contributed to increasing the popularity of these ingredients, when in 2005 he collaborated with the *Origins* brand for the treatment of the skin by developing a mushroom-based lotion which was an immediate success, followed by the iconic *Dr. Weil for Origins Mega Mushroom* line which is still highly appreciated today.

Today, the newfound interest (which in reality has never waned) towards vital mushrooms is reported by the *2024 Beauty Trends Report Ringana* (Austrian pioneer company of fresh cosmetics and food supplements) which, as a **consequence of the growing awareness of how it is important to strengthen the immune system to preserve the body's vitality**, predicting a real **boom in vital mushrooms**.

Not only that, but the multifaceted universe of artistic and research perfumery has also taken notice of them. The research store *10 Corso Como in Milan* has just announced that it has

## #WOW MAGAZINE

Chiara Ferragni from New York: «These are difficult days, thank you for your support»

The characters, scandals and curiosities that have made (so far) the history of Oscar night

One in a thousand: Audi celebrates the women who wrote the history of motorsport

The 16 best menstrual cups for every type of need

A temporary store that signs the night according to Chante has arrived in Brera in Milan

included *Magic Mushrooms Perfume* by Bohoboco in its store . The new *jus* has a vibrant construction that opens the doors of personal perception with a composition enriched by the psychedelic notes of *magic mushrooms*. Unusual essences that give the olfactory composition an eccentric rhythm, making it an invitation to explore the inner self.

## A growing interest in vital fungi

The universe of mushrooms associated with cosmetics is a phenomenon that is little talked about, but companies are very active on this front, so much so that experts talk about **myco-cosmetics** . «Some companies have even specialized in the research and inclusion of new functional ingredients of mycelial origin in their products. This is part of the more general tendency to use food principles, both in the form of supplements and cosmetic ingredients to formulate beauty products" , specifies Adele Sparavigna, specialist in dermatology and venereology, president of Derming Milano and co-founder of Dermaself.

«It is now certain that many substances have a positive effect on a person's general well-being, and can act both internally, once ingested, and externally, with the application of a beauty product», explains the dermatologist.

«If it is true that we are what we eat, mushrooms help us stay fit and beautiful because they live in humid and muddy environments, where it is essential to develop considerable self-protection skills in order to survive. A bit like what happens with algae that live in prohibitive conditions in the depths of the sea and, precisely for this reason, are very rich in antioxidant substances", underlines Adele Sparavigna.

Tremella mushrooms



## The properties of vital mushrooms

«The ability of fungi to proliferate in hostile, earthy and humid environments derives from the fact that in themselves they are equipped with specific substances that make them unassailable by the numerous bacteria present in the soil. Precisely for this reason, they do not require pesticides and herbicides to proliferate", underlines Adele Sparavigna. «It should be underlined that the active ingredients identified in the mycelium (the vegetative apparatus of the mushroom formed by a set of filaments, ed.) **are free of harmful and environmental agents**», specifies Adele Sparavigna.

They therefore do not contain elements harmful to health. «In addition to not containing foreign and dangerous substances for the body, the ability of vital mushrooms to resist environmental harmful agents is also easily transferred into cleansing and care treatments».

---

The original article [\*Reishi Mushroom and the others defined as vital: the powerful antioxidant ingredients that protect the skin barrier\*](#) can be found at the following [link](#)

-###-