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Ingredient Breakdown: Gold

THEY CALL ME GOLDFINGER.

[Heather C](#) | December 19, 2016

We're giving you the must-know info on both trending and mainstay ingredients. This week's ingredient is something that we normally think on in terms of makeup colors, but the real thing is popular in skincare.

The Ingredient: gold

Also known as: colloidal gold

Quick take: Before you write off gold skincare products as a gimmick, note that the luxurious ingredient has been used for centuries in skincare for reducing inflammation and brightening skin, according to [Dr. Ava Shamban](#), Beverly Hills dermatologist and founder of [SKINxFIVE](#).

Claims to fame: Any product that is advertised as containing actual gold is going to get people excited. Just think for a second how fancy using actual gold on your face sounds. That being said, there's more to gold than just the luxurious aspect. Dr. George Sun explains, "Although extensive rigorous studies are lacking, other reported benefits include anti-inflammation, antioxidant properties, reduction of fine lines and wrinkles, and enhancement of penetration of cosmeceutical actives. One small study in 2010 demonstrated that gold may enhance penetration of other skin actives."

Gold is especially popular for dry skin or those who want to fight the signs of aging. (Hello, fine lines and wrinkles.) Dr. Sun elaborates, "When extensively combined with other moisturizing actives along with stem cells, growth factors, and peptides, gold can help with repair of the natural skin barrier while providing a luxurious and rich experience for the skin upon application."

Before you go for gold, all the experts we talked to stress that you should be cautious when trying it out because it can be an allergen. New York-based dermatologist Dr. Marnie Nussbaum writes, "Caution should be used as many people have contact allergies to gold and therefore should discontinue product upon redness or irritation. "

Where to find it:

[Peter Thomas Roth 24K Gold Mask Pure Luxury Lift & Firm Mask 5 oz](#) (\$80)



How's this for a luxurious face mask? It contains 24K gold, you guys. Gold and caffeine work together to create a powerful anti-aging treatment mask that hydrates skin and gives you a luminous glow.

Tatcha Gold Camellia Beauty Oil 1 oz (\$95)



If it's a literal golden glow that you're after, apply a few drops of this luxe beauty oil over your skin. It contains little flecks of 24K gold that give you a megawatt glow that regular glitter cannot compete with.

NuFACE Gel Primer 24K Gold Complex Firm (\$39)



You're probably very familiar with primers by now, but have you ever used one that had a 24K gold complex? You apply this brightening one before a microcurrent treatment to ensure maximum conductivity. Don't worry, it's not as scary as it sounds.

Oribe Gold Envy Luminous Face Mask (\$95)



This is one case where the product inside is just as fancy as the packaging. There's gold packed into this pot. At \$95 the mask is a splurge, but the lit-from-within glow the gold particles deliver is as good as an expensive facial.

Miss Spa 24K Gold Facial Mask (\$6.99)



A lot of gold skincare products can come with eye-watering price tags, but this mask costs under \$10. The blend of gold and peptides helps tackle the signs of aging, boost moisture, and give you that coveted glow.

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