



Anti-Aging in 2011

**CLEANSE, TONE, MOISTURIZE?
WE'VE COME A LONG WAY**

By Elaine Greenberg, Contributing Editor

Up-to-date skin care regimens address aging skin issues from a new, more knowledgeable position. We now have a more effective approach to skin care since we have learned a great deal about how and why skin ages.

AGING, SIMPLIFIED

1. The aging process involves the loss of collagen and elastin. We lose the foundation for full and firm skin.
2. The rate of skin cell turnover slows. The skin's surface is now covered by a layer of dead skin cells and we lose the radiance of youth.
3. The natural production of anti-oxidants decreases, adding to the visible effects of aging.

Picture a baby's skin. Instead, here is what we see as we age:

- fine lines and wrinkles
- loose, saggy skin
- a dull complexion
- brown/age spots

You don't like this. I don't like this. And our clients don't like this.

Therefore, providing advice for an anti-aging skin care regime is a fundamental responsibility. The optimal regimen should address all the areas of skin aging about which the client is concerned.

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PROFESSIONAL SKIN CARE

Aesthetics, speaking philosophically, concerns the nature of beauty. An aesthetician is an anti-aging expert trained to use treatments for beauty and health.

application as well as precautions. Progress is monitored, and changes are made as indicated. We have all seen the lack of desired results when people self-diagnose and treat themselves with what is heavily advertised or what their friends use.

The next generation of an anti-aging skin care regimen addresses the causes and prevention of these issues through products and spa treatments.

SKIN CARE PRODUCTS

Cosmeceuticals represent the marriage of cosmetics and pharmaceuticals (Wikipedia). Although this is not an FDA category, these skin care products contain significant amounts of effective ingredients, and some are so potent they can be obtained *only through a physician*. [Obagi](#), [IS Clinical](#),

[SkinMedica](#), and [Image](#), for example, are not household names.

These companies are always working to produce products that are results-oriented. They use the latest chemical technology to ensure that:

- the active ingredients are **effective**
- they can be **absorbed** by the skin
- they are **safe**

Also, science-based cosmeceuticals are now impressively advanced

technologically and work at the cellular level, not just on the surface. It sounds like science fiction. But the future is now. Medical Skin Care Products:

- Exfoliate dead skin cells (so your skin really is younger again)
- Protect against free radicals
- Provide serious sun protection
- Reduce hyperpigmentation
- Grow your eyelashes!

PROFESSIONAL SPA TREATMENTS

Aestheticians provide professional treatments that should be part of an anti-aging regimen. Facials, microdermabrasion, chemical peels, and photo facials are some of the procedures that are key to achieving healthy skin. Furthermore, many skin problems can now be solved with the use of lasers or other energy-based devices when in the hands of well-trained and qualified professionals.

ANTI-AGING SKIN CARE REGIMEN FOR THE 21ST CENTURY

A comprehensive routine includes:

1. Hydration
2. Rejuvenation (exfoliation, lasers)
3. Repair
4. Protection

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HYDRATION

Hyaluronic Acid

Unfortunate name, secret anti-aging ingredient. Sadly, it sounds like a stomach ailment. Hyaluronic acid occurs naturally in skin. It attracts and binds water within the cells of the skin acting like a sponge. Result? Supple, firm, young-looking skin. Proper hydration is necessary to maintain the skin's texture.

Serums

Serums are liquid formulations with a thin consistency similar to gels. They provide a kind of supplemental, targeted treatment used to enhance a desired result. Typically, serums are the most potent products in a line.

They offer a concentrated, quick-to-absorb dose of ingredients. The effective ingredients penetrate deeper. Vitamins, antioxidants, and acids in serum form are more potent. Some examples of serums are:

- [Glytone Red Tea Vitamin C Anti-Aging Serum](#)
- [Neocutis Hyalis Hyaluronic Refining Serum](#)
- [Image 3 serums Hydrating, Anti-Aging, and Lightening](#)
- [IS Clinical known for their many serums](#)

REJUVENATION

Vitamin A

The discovery of the use of Vitamin A for skin care is an invaluable scientific breakthrough. It is THE essential component of an anti-aging skin care regimen. The introduction of retinoic acid by Albert M. Kligman, M.D., Ph.D., in 1986, was a tremendous boon to the field of anti-aging.

Vitamin A has a fundamentally cellular effect on the skin. And retinol can be used with all skin types. (Retinol is actually Vitamin A in its most pure and active form.) It is used in skin care products to:

- reduce wrinkles and fine lines
- improve rough spots
- revitalize the skin's natural tone and color

Retinol improves skin health by speeding up cell regeneration. Retinol assists exfoliation by encouraging dead cells to be sloughed off by newer, healthier skin cells. It encourages the body to rebuild collagen in the skin, which is essential for skin elasticity. Therefore, the skin's epidermis is thickened and the signs of aging caused by thin and fragile skin are reduced. The skin becomes firmer and younger looking.

Acids

Glycolic, lactic, and salicylic acids help exfoliate dead skin. Careful, controlled, and professionally supervised acid exfoliation is an excellent component of a healthy anti-aging beauty regime.

REPAIR

Proteins

Laboratories worldwide have long recognized the restorative power of proteins for skin rejuvenation. Neocutis, for example, is a premiere line of anti-aging skin care available only through physicians. PSP:

- Energizes mitochondria
- Nourishes fibroblasts
- Restores youthful skin

Peptides

Peptides are lab engineered, bio-available, amino acid chains that direct the skin to take a specific action. Peptides function as messengers in the skin, allowing the epidermis and dermis to communicate more efficiently. Peptides are 'mini or abbreviated proteins.'

SkinMedica TNS Essential Serum, as well as *IS Clinical* Youth Complex and Super Serum, are examples of products that take advantage of peptide technology.

Skin Growth Factors

HGF is an acronym for Human Growth Factors which are naturally occurring proteins in the human body. These proteins have been shown to be important in the cell growth and differentiation process. *Neocutis* and *SkinMedica* utilize growth factors.

Lightening Agents

The most commonly used treatment is topical hydroquinone. Other agents used for hyperpigmentation disorders are tretinoin, adapalene, topical corticosteroids, azelaic acid,

arbutin, kojic acid, and licorice extract.

Lasers:

- Remove unwanted hair
- Diminish brown/age/sun spots
- Tighten skin, stimulate collagen!
- Reduce the appearance of acne scars

Fractional Laser Skin Rejuvenation can help reduce the appearance of pitted, red scars, and stretch marks. The laser beam is broken up (fractionated) into many small micro-beams. The small areas treated by the fractional micro-beams promote new collagen production and resultant skin rejuvenation. Unlike older ablative laser resurfacing techniques, the new Fractional Skin Rejuvenation lasers appear to be safe to use on darker skin for Asians and African Americans. Fractional Laser Skin Rejuvenation is NEW technology and has the following advantages:

- Non-invasive
- Few post-treatment side effects
- Virtually no skin tenderness or pain after treatment
- No downtime

Improvement cannot be accomplished with a single session treatment. Change for the better will appear gradually after 4-6 treatments.

PROTECTION

Sun Screen

The first, and most obvious, issue is sun protection. The public is now quite aware of the dangers of exposure and over-exposure. Mothers conscientiously slather their children with sun screens. The two most important things to consider are:

1. Full spectrum sun block with a sun-protection factor (SPF) of at least 25 (30 in the summer) to protect against UVA and UVB rays.
2. The need to reapply. Often. A healthy lifestyle may include outdoor activities (e.g., walking, skiing, swimming, hiking, playing golf or tennis). It is necessary to reapply at least every 90 minutes.

Anti-Oxidants

Anti-oxidants combat free radicals and may reduce UVA damage. Vitamin C and Vitamin E are the most common topical anti-oxidants.

BONUSES

Mineral Makeup

The differences between conventional makeup and mineral makeup illustrate why it is better to include mineral makeup as part of a skin care regimen.

The usual irritants are eliminated: oils, waxes, fragrances, and preservatives. Moreover, lack of filler ingredients that can lead to clogging of pores can mean fewer breakouts.

On the other hand, the prime ingredients used in mineral makeup are, unlike most makeup, inorganic, which means that bacteria and microbes cannot live in the makeup and infect the skin. Moreover, high-quality mineral makeup has a number of ingredients for improving the health of the skin, such as *GloMinerals*.

Healthy Lifestyle

A healthy lifestyle leads to healthy skin. Encourage your clients to reduce stress, eat well, and exercise. Mind, Body and Soul are not just 3 words that go together well. They should be part of everyone's philosophy and beauty regime.

HYDRATE, REJUVENATE, REPAIR, PROTECT

We all want to look our best. Take advantage of the latest technology for yourself and your clients. A basic, but thorough routine will achieve healthy, radiant, young skin. ❏



About the Author

Elaine Greenberg is a bi-monthly contributing editor for ATnT. She invites you to learn more about anti-aging skin care on her blog, www.AgelessRemediesSouthPark.com/blog. She also owns Ageless Remedies South Park medical spa. Visit her med spa on the web: www.AgelessRemediesSouthPark.com.