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*get your client radiant
for their wedding!*

MANY PEOPLE DREAM OF THEIR wedding day from the time they are young children. Whether it is an opulent or intimate affair, a wedding is special. Having healthy and radiant skin on this important and life-changing day is a common goal for most. By educating clients who are planning their big day about lifestyle choices and setting up a treatment plan and home care regimen in the months prior to the wedding, you can help all your brides and grooms-to-be achieve the complexion they desire on their wedding day.

The importance of daily care

Achieving healthy, beautiful skin does not happen overnight, and is not the result of one "silver bullet" treatment. The most important first step is to ensure that, like all clients, those preparing for their wedding are using a comprehensive daily care regimen and are diligently following your directions. The urge to do more to get better and faster is hard to combat, but it is critical to understand that more is not better. Their regimen should include a gentle non-soap cleanser, a broad spectrum SPF of at least 30 and a nighttime moisturizer that is appropriate for their skin type. In addition to these basics, the regimen should be customized to address any skin conditions clients are working to clear:

- Those with acne should use a gentle benzoyl peroxide cleanser and spot-treatment product along with an antioxidant serum.
- Those with skin discolorations should add a product with vitamin C and E in the morning, a pure retinol product in the evening, and a serum designed to inhibit melanogenesis and lift existing skin discolorations with ingredients such as hydroquinone.
- To fight visible aging and create a glowing and youthful complexion, clients should include a next generation peptide product along with vitamin C and E in the morning, and a pure retinol serum in the evening.

SKIN HEALTH *for the big day*

BY JENNIFER WILD, D.O.

The neck and chest is an often forgotten zone, but one that is especially important to remember before a wedding day. Many wedding dresses highlight the neck and décolleté, so it would be a shame to work diligently to make facial skin glow, only to be upstaged by a discolored, red or lax neck and chest. There are products available today specifically formulated to treat this delicate skin. They should include peptides and ingredients designed to strengthen and firm the skin on the neck and chest.



Designing a treatment plan

It is best to start professional treatments at least six months prior to the wedding day. This gives you the opportunity to identify which treatments work best for a particular client. Never perform a treatment for the first time the week or day before the wedding, as having an unexpected reaction to a treatment is always a possibility.

Also, have your clients pay close attention to when they think their skin looks and feels the best post-treatment. Once you know this,

you can schedule the last treatment before the wedding accordingly. Some may feel they look best after seven days, others after nine days; it is different for each individual. Your treatments will be customized for each client, but should include superficial blended chemical peels, professional masks and potentially oxygenating treatments. By starting your treatment plan well before the wedding, you give yourself plenty of time to treat clients' skin in a holistic fashion.

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A newer technology that is growing quickly due to its outstanding results is micro-needling. There are several companies that manufacture these devices, and they can be used as effective adjuncts to other treatments. There are some devices that are rolled along and pierce the skin. Others enter the skin vertically, which tends to be more comfortable for the client and causes less bleeding and discomfort. Either method is used in order to increase the penetration of topical products and stimulate the production of collagen and elastin.

Micro-needling is a particularly beneficial device to use when tackling such skin conditions as uneven surface texture, acne scarring and deep wrinkling in clients with resilient skin. For optimal results, start your clients on a series of three to six treatments performed at least one month apart.

Since downtime following a micro-needling session can be longer than superficial chemical peels, it would be in the best interest of your clients not to perform such services within six weeks of the wedding.

Frequency of treatment

A good guideline for treatment frequency is based on the main condition you are trying to treat, not the product you are using. The following are optimal intervals for common skin conditions:

- **Acne:** Every two weeks
- **Hyperpigmentation:** Every three weeks
- **Aging:** Every four weeks
- **Sensitive skin/rosacea:** Every four weeks

Lifestyle choices

Educating guests on the effects their lifestyle choices have on their skin is best in order to truly see improvements.

Tanning

Although it is well-known that UV exposure destroys important matrix components, discolors the skin and potentially leads to skin cancer, many still seek the so-called "healthy" tan. Tanning should be strongly discouraged for all your clients, but those planning for a big event often think they will look better with a tan. Trying to improve someone's skin while they are then destroying it between office visits is not a worthwhile venture.

Stress

Planning a wedding can be quite a stressful experience. Unfortunately, stress does nothing good for the skin. An increase in cortisol due to stress can lead to dehydration, sallow skin and an increase in fine lines. Help your clients combat this by encouraging proper sleep and exercise habits, as well as adding a stress-reducing activity such as yoga, meditation or even just a regular walk outdoors. Managing their stress will make your job of delivering a glowing complexion that much easier.

Smoking

Smoking just one cigarette robs the skin of vital oxygen for 90 minutes. If a person smokes more than one cigarette in this time period, the skin becomes chronically oxygen deprived. At this point, the body actually begins to produce more capillaries to try to oxygenate the skin. This totally avoidable environmental pollutant increases MMP (matrix metalloproteinases) production, degrades the skin's matrix and leads to a decreased ability to heal from wounds. Bottom line: There is nothing good about smoking for the skin.

Don't forget the groom!

Preparing for a wedding typically involves brides, but grooms are important as well. Make sure you encourage your engaged male clients to come in for regular treatments, and encourage your female clients to bring in their fiancés as well. Design a regimen of daily care products to help them look and feel their best at their wedding.

By following these treatment guidelines and educating your clients about the critical role they play in achieving their skin health goals, you can provide each of your clients with the complexion they desire, for their wedding and beyond. ■

Jennifer Wild, D.O., is a national educator for PCA SKIN®. An osteopathic physician/surgeon, Dr. Wild is board-certified in family practice and has served as medical director for medical spas throughout Arizona. Since 2004, she has pursued her interest in esthetics, including dermal injections, laser and professional skin care treatments.

