

ON THE Camelback CORRIDOR NEWS

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HEALTH & WELLNESS 2008

Year-round skin cancer and aging prevention: Sunscreen

By JENNIFER LINDER, M.D.

According to the Arizona Cancer Center, one third of all new cancers are skin cancers. In the United States, a new case of skin cancer is discovered every minute and more than 900,000 new cases of skin cancer are diagnosed each year. However, because of the intensity of the Arizona sun, Arizonans are three to seven times more likely to develop non-melanoma skin cancer, and we develop melanomas twice as often as residents of other states. Melanomas are often deadly; the American Cancer Society estimated that 8,110 people would die of melanoma during 2007.

As Arizonans, we all know that it is important to apply sunscreen to protect ourselves from the dangers of skin cancer and the aging process, but there is a lot of confusion surrounding how much to apply, when to apply it and how to select the best products. With the highest skin cancer rates in the country, it is imperative that we are aware of the best ways to protect ourselves on a daily basis, regardless of the temperature outside or how sunny it is.

It can often be difficult to purchase an effective product among the sea of those available. Packaging can be misleading and everyone has a different opinion on the best ways to achieve optimal sun protection. I am going to dispel some of the most common sunscreen myths and explain how to select appropriate products for maximum UV protection. Contrary to popular belief, making sunscreen a part of the daily routine for you and your family is necessary and can be simple.

Utilizing a "broad-spectrum" sunscreen is the only way to fully

protect ourselves from the sun's harmful and aging rays. In order for a sunscreen to be effective, it must provide UVA protection in addition to UVB. When purchasing a sunscreen always look for at least one of the four following ingredients for protection from UVA rays: avobenzone (Parsol® 1789), zinc oxide, titanium dioxide or encamsule (Mexoryl). Without one of these ingredients, you are not receiving broad-spectrum UVA/UVB protection and you should not purchase the product.

There is often confusion surrounding a product's SPF level. Sunscreens with an SPF of at least 15 are recommended, however the number can be misleading as an SPF of 30 is not twice as protective as an SPF of 15. I tell my patients that I would prefer them to wear a sunscreen SPF 15 daily rather than a SPF of 55 occasionally if it has an unpleasant feel, as daily compliance is incredibly important.

UV exposure often comes from many overlooked and unlikely sources such as through car and office windows. Merely walking to your car, driving and sitting next to a window all day at work can significantly accelerate the aging process as well as increase cancer risks. It is imperative to apply a broad-spectrum sunscreen on all exposed areas daily, even on cloudy or cold days when you do not plan on being outside.

While many of us apply sunscreen when we are outdoors, the amount of product applied is frequently inadequate. Sunscreen should be applied 15-30 minutes before going outdoors and reapplied every two hours or after water exposure, perspiring or towel-drying re-

gardless of whether the label claims the product to be "waterproof". It takes one ounce (enough to fill a shot glass) of sunscreen to cover all exposed areas each time you apply.

When it comes to skin cancer protection and aging prevention, in addition to wearing sunscreen, it is imperative that everyone see a dermatologist at least once a year for a skin cancer screening especially if there is a family history. Anyone with a personal history of either basal cell or squamous cell carcinoma should receive a screening every six months. If you have had a melanoma, an exam by your dermatologist every three to six months for at least the first several years after treatment is essential. In addition to regular exams by your doctor, remember to do self examinations monthly in order to detect early warning signs of skin cancer. While the risk of skin cancer is high, especially for Arizonans, prevention and early detection are easy. If caught early, pre-cancers and most skin cancers are curable.

Dr. Linder is a board-certified dermatologist and fellowship-trained Mohs skin cancer surgeon in private practice in Scottsdale, AZ. She is a volunteer Clinical Instructor in the Department of Dermatology at the University of California, San Francisco, instructing other dermatologists in general dermatology, skin cancer surgery and the use of cosmetic injectables. She is a National Instructor and one of the foremost U.S. experts in the use of the cosmetic filler Sculptra.

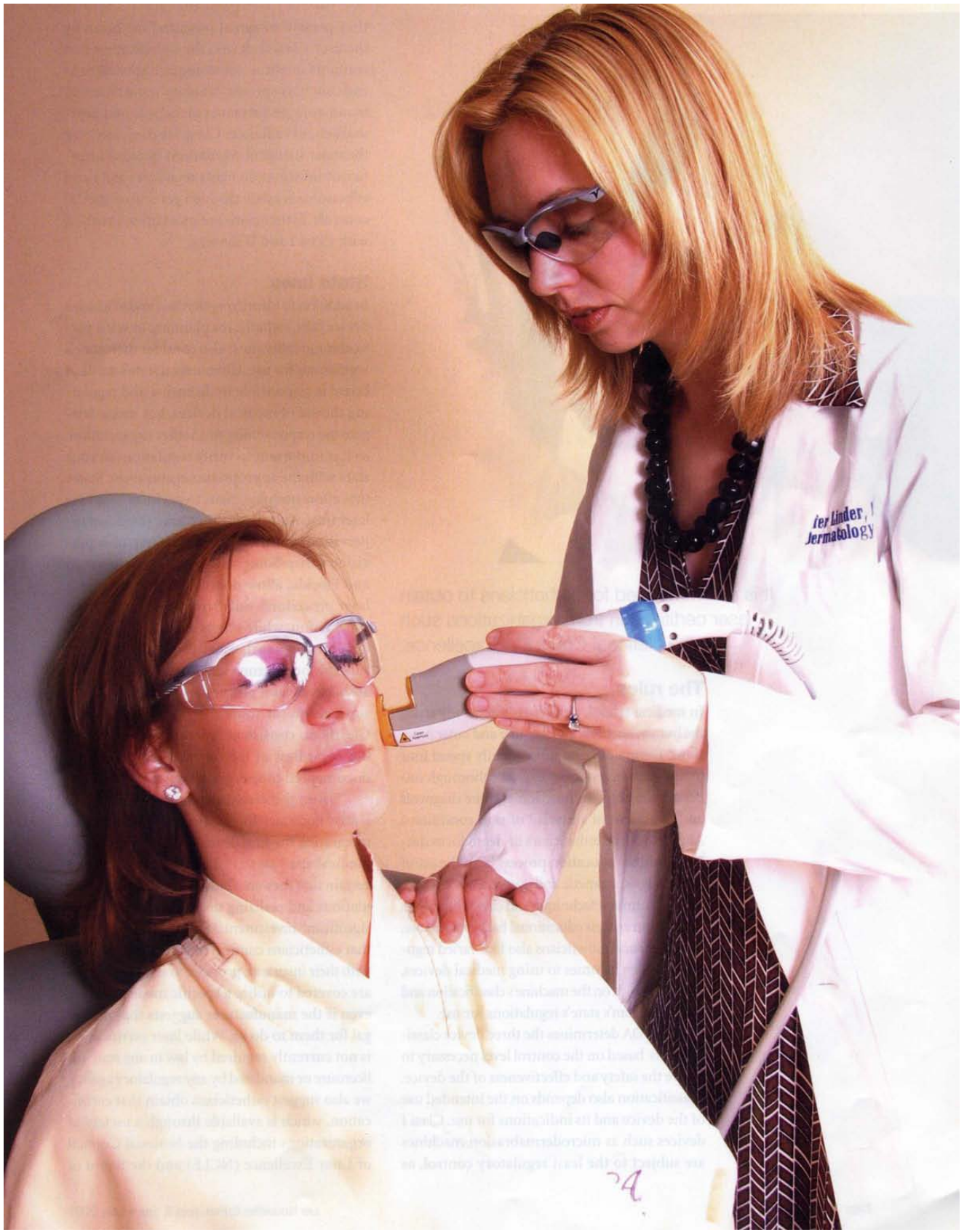


Maximizing Medical Devices

VIEWS FROM THE DERMATOLOGIST AND ESTHETICIAN

BECAUSE of the increasing demand for cosmetic procedures, estheticians are integrating medical modalities into their businesses to maximize profits. Physicians are also seeking ways to incorporate these devices into their practices. Because legal regulations vary between estheticians and medical professionals, and from state to state for the use of medical devices, it can be confusing for professionals who want to purchase these devices to use as a part of their clients' treatment plans. With the help of dermatologist Jennifer Linder, M.D., and my esthetics experience of more than 20 years, this article aims to demystify the rules and help doctors and estheticians better understand the benefits of working together to achieve the best results for their clientele. ➔

by Margaret M. Ancira with Jennifer Linder, M.D.





It is recommended for estheticians to obtain laser certification from organizations such as the National Council of Excellence.

The rules

In medical school, physicians extensively study the human anatomy and its inner and outer functions. Dermatologists subsequently spend four to five years in residency to gain a thorough understanding of skin function and the diagnosis and treatment of a myriad of skin conditions. Alternatively, an esthetician's in-depth focus during his or her education process is on the art of skin analysis, cosmetic and cosmeceutical ingredients, treatment technique and client follow-up. As different as their educational backgrounds are, physicians and estheticians also face varied regulations when it comes to using medical devices, which depends on the machine's classification and the esthetician's state's regulations for use.

The FDA determines the three device classifications based on the control level necessary to assure the safety and effectiveness of the device. Classification also depends on the intended use of the device and its indications for use. Class I devices such as microdermabrasion machines are subject to the least regulatory control, as

they present minimal potential for harm by the user. Class II device, the classification that contains medical lasers, require special controls such as specific labeling requirements, mandatory performance standards and post-market surveillance. Class III devices carry the most stringent regulations because insufficient information exists to assure safety and effectiveness solely through general or special controls. Estheticians are most often involved with Class I and II devices.

State laws

In addition to identifying the class under which a device falls, estheticians planning to use a particular modality must also consider their state's regulations for use. Ultimately, a state's medical board is responsible for licensing and regulating the use of medical devices, but many delegate the responsibility to another organization, so it is important to verify regulations in your state with the appropriate organization. States that allow nonphysicians to perform cosmetic laser treatments typically require physician supervision, but the necessary degree of supervision varies. Some states, including Colorado and Florida, allow nonphysicians to perform laser procedures only with on-site physician supervision, while others such as Illinois and Oregon, allow such use with off-site physician supervision. Arizona and Kentucky differentiate between laser procedures, requiring on-site supervision for some and off-site for others. Clearly no consistent federal standard exists, but regardless of the supervisory guidelines, documented training is always required.

"Given the varied regulations, research is always necessary for physicians or estheticians integrating medical devices in their practice or medical spa," says Dr. Linder. "They must be certain that they are abiding by their state's regulations and realizing the full potential of this significant investment." She also recommends that estheticians confirm their liability coverage with their insurance provider to ensure that they are covered to utilize a specific medical device, even if the manufacturer suggests that it is legal for them to do so. While laser certification is not currently required by law in any state for licensure or mandated by any regulatory agency, we also suggest estheticians obtain that certification, which is available through a variety of organizations including the National Council of Laser Excellence (NCLE) and the Board of

Laser Safety. We believe that obtaining this professional credential reflects your knowledge and professionalism in the field and lends credibility to your practice. Additionally, the prerequisite training requirements to receive this certification frequently meet regulatory or state licensing requirements.

In the doctor's office

Vein treatment, hair removal, skin rejuvenation and resurfacing are just a few of the procedures performed in physicians' offices and medical spas that require the use of medical devices. These modalities can include any or all of the following: microdermabrasion, ultrasound, light emitting diode (LED) or photo facial rejuvenation, intense pulsed light (IPL), photodynamic therapy (PDT) and laser. There is a delicate balance between the doctor's role and that of the esthetician in the use of these machines. Not only must FDA regulations be considered, but the patient's needs and the type of facility must be properly assessed. Dr. Linder and I agree that the best results come from the doctor and the esthetician working in tandem, each contributing their own expertise to the overall treatment plan, which may include any combination of chemical peels, procedures with noninvasive or invasive medical devices, home care products and either oral or topical pharmaceuticals. We believe this type of collaboration is the most cost-efficient and effective scenario for both patients and professionals: the physician's time is best utilized, patients get the best combination of medical and esthetic attention, and the use of the office space is maximized.

When a patient is visiting a physician's office or medical spa to address a skin condition, certain steps should be followed to ensure they receive the safest, most effective treatment regimen to produce favorable results. To begin, a thorough consultation and skin analysis is necessary. With expertise in this area, estheticians in many cases can make assessments and recommendations for treatment. Oftentimes, the patient will desire a more dramatic outcome than what they may experience from a procedure such as microdermabrasion alone. Some treatments can be safely enhanced when used in conjunction with other devices or properly blended chemical peels and customized home care regimens. But it is the esthetician's role to inform patients when a more advanced treatment or combined modalities might not be right for them, even if they express the desire for more immediate

visible results. After the patient's condition has been assessed and the appropriate treatment regimen decided upon, the esthetician should explain any procedures that will be performed and discuss pre- and post-treatment skin care, as well as proper home care and future preventive measures for the condition, such as the daily use of a broad-spectrum sunscreen.

Doctor involvement

Sometimes the physician will need to take a more active role in a patient's treatment. Dr. Linder strongly advises that if more advanced diseases are presented, such as grades III and IV acne or polycystic ovary syndrome, the esthetician should consult the physician before making recommendations. This is especially important when advanced protocols are to be a part of the treatment plan to avoid any possible complications for the patient. Depending on the case, the doctor might want to do the initial consultation and then check in during treatment or follow

continues

Physicians should outline protocols for each treatment and device they offer and properly prepare their staff for every possible situation.



up with the patient after a procedure. For even more significant conditions, it is at the physician's discretion to perform any necessary procedures and prescribe oral or topical medications. In a medical spa, it is important for the esthetician to consult the medical director. Dr. Linder believes estheticians should also have a relationship with a dermatologist they can consult with or refer to before proceeding to treat more difficult types of conditions such as unusual or suspicious skin lesions or rashes.

Using machines

When nonphysician use of medical devices is allowed, Dr. Linder suggests doctors set boundaries and put procedures in place for treatments. She also recommends physicians outline protocols for each treatment and device they offer and properly prepare their staff for every possible situation. The success of this arrangement according to Dr. Linder relies on the proper training and education of estheticians and registered nurses in the use of the devices. And estheticians should seek doctors to work with who are willing to provide them with this knowledge.

"Education is the key in being able to operate medical devices properly and to have the ability to assess the risks, benefits and potential treatment complications that go along with them," she says.

She advises that skin care professionals who add advanced devices and treatments to their esthetics practice seek continuing education at various national conferences and courses throughout the year. They should also select a clinical skin care company that offers skin biology and medical modalities seminars on the safest and most effective ways to combine various medical devices, professional treatments and home care regimens.

The first step in mastering medical modalities is to develop a deeper understanding of how the skin functions and its response to external forces from either a medical device or a topical product. Treatment is only as safe and effective as the technician's knowledge of the application, whether it involves a topical product or a mechanical device. In addition to the physician providing knowledge to the esthetician, it is imperative that the two have a good working relationship and that the lines of communication remain open in order for the practice to succeed. Neither medical nor skin care professional should push the boundaries when working with mechanical devices as a part of their patients' skin care regimens. In consideration of patient safety, ethical boundaries and running a successful business, knowing legal limitations, proper patient screening and education, and advanced training are all necessary elements for any esthetics practice that uses medical modalities alone or in combination with other treatments and products. ■

Jennifer Linder, M.D., is a board-certified dermatologist, a fellowship-trained Mohs surgeon and one of the foremost U.S. experts in the use of the cosmetic filler Sculptra. A biomedical engineer and chemist, Dr. Linder holds a clinical faculty position in the department of dermatology at the University of California, San Francisco. Dr. Linder is chief scientist for PCA Skin.

Margaret Ancira is the founder of PCA Skin. A licensed esthetician, Ancira helped create PCA's innovative formulations including chemical peels. She is a published author who has lectured in Asia, Europe and Latin America, and is a regularly featured speaker at major medical and esthetics industry conferences across the United States. For more information, visit www.physchoiceaz.com.



Dr. Linder and Ancira

Healthy Skin Is Beautiful Skin

New ingredients, sunscreen and vitamin C can strengthen the skin's extracellular matrix.

As the body's largest organ, the skin is an outward sign of inner health. Therefore, the same poor lifestyle choices that negatively affect the heart and lungs also damage the strength and health of our skin. Smoking, overconsumption of carbonated and/or alcoholic beverages and sleep deprivation decrease the amount of blood, oxygen and nutrients supplied to the skin. The result is premature wrinkles, dryness and a dull complexion.

The skin is a complex structure. Its extracellular matrix (ECM) is made up of structural proteins (collagen and elastin), adhesive proteins (laminins and fibronectin), glycosaminoglycans (GAGs) and proteoglycans. Together, these provide strength, elasticity, fullness and structure to the skin.

To maintain healthy skin, we need to continually reinforce the ECM. To help us do this, numerous topical skin care options protect, support and restore this complex and vital structure. Among them are matrix metalloproteinase inhibitors, peptides, broad-spectrum sunscreens and vitamin C.

Healthy skin maintains a balance between synthesis and degradation of collagen, elastin and GAGs. Matrix metalloproteinases (MMP) are enzymes in the body that break down the useless fragments of old ECM, as well as destroy healthy and necessary components.

Vitamins are playing increasingly important roles in cosmeceuticals: Vitamin A minimizes the appearance of fine lines. Vitamin C stimulates collagen and helps firm skin. Vitamin E works as an antioxidant.

Source: Packaged Facts



To maintain healthy skin, we need to continually reinforce the ECM. To help us do this, numerous topical skin care options protect, support and restore this complex and vital structure.



Some common MMP are collagenase, elastase and hyaluronidase, which break down collagen, elastin and hyaluronic acid.

Aging, sustained UV exposure and oxidative stresses stimulate the production and activity of MMP. Because a healthy and strong ECM is critical to youthful skin, the science of MMPi or matrix metalloproteinase inhibitors has gained a new importance in cosmeceuticals.

Many MMPi, such as ascorbic acid, resveratrol and epigallocatechin gallate (EGCG) from green tea, are ingredients known for their antioxidant characteristics. These ingredients offer many topical benefits for the skin. For example, a study outlined in the journal *Toxicology and Applied Pharmacology* found that resveratrol, applied topically to mouse skin, showed a significant inhibition of UVB-mediated induction of cyclooxygenase and ornithine decarboxylase (ODC) enzyme activities. It also inhibited the protein expression of ODC, which are well established markers for tumor promotion. The study also observed that resveratrol inhibits UVB-mediated increases in lipid peroxidation, a marker of oxidative stress.¹

In a study funded by The National Cancer Institute, Stephen Hsu, PhD, of the Medical College of Georgia found that EGCG not only lowered the amount of oxidative stressors in healthy cells, but it also increased the amount in cancerous cells, protecting the beneficial and breaking down the dangerous.²

Also showing strong promise for improving the signs of skin aging are several new targeted peptides. Topical application of these types of ingredients, in tandem with healthy lifestyle choices, helps protect the existing matrix components.

Peptides and the ECM

Although peptides have been used by the medical community since the mid-1900s, they have only recently been developed for cosmetic use. As is widely known, peptides are natural or synthetic compounds containing two or more amino acids linked by the carboxyl group of one amino acid to the amino group of another, forming a peptide bond. Depending on its particular size and structure, a peptide is targeted to perform a specific function in the skin.

Some peptides help reduce wrinkle for-

mation by minimizing the strength and frequency of the muscle contractions in areas such as the glabella (above and between the eyebrows) and in the periorbital areas. Other peptides are structured to stimulate the fibroblasts to produce collagen, (types I and IV collagen that represent the tissues and the basal layer), as well as elastin. These are particularly critical to the aging or damaged matrix. In addition, some peptides help develop fibronectin and GAGs. The result includes increased skin thickness, minimized wrinkles and an evening of skin tone and texture.

Of the myriad peptides being introduced to the cosmeceutical industry, only a few have published studies in peer-reviewed journals documenting their efficacy: palmitoyl pentapeptide-4 and acetyl hexapeptide-8. Several others of particular interest are palmitoyl tetrapeptide-7, palmitoyl oligopeptide and dipeptide-2, although more clinical studies will need to prove their efficacy.

Palmitoyl Pentapeptide-4. Otherwise known as Matrixyl,[®] this peptide stimulates skin fibroblasts to reconstitute the ECM by increasing type I and IV collagen fibronectin.³ Increasing collagen deposition is an effective way to combat the outward signs of skin aging.

Acetyl Hexapeptide-8. Sold under the trade name of Argireline, this synthetic peptide minimizes existing lines and wrinkles and prevents new ones from forming. It does this by inhibiting the SNARE complex—a natural formation of proteins in aging skin that stimulate neurotransmitters. These neurotransmitters cause the facial muscle contractions that lead to wrinkles and lines. It also prevents the overproduction of catecholamines, which reduce the amount of blood going to the skin.⁴

Palmitoyl Tetrapeptide-7, Palmitoyl Oligopeptide and Dipeptide-2 are also being used in cosmetic preparations for suggested benefits, ranging from collagen synthesis to increased lymphatic circulation. More studies are needed, however, to substantiate these manufacturer-supplied claims.

Broad-Spectrum Sun Protection

UVA and UVB radiation have been linked to myriad issues, including premature aging, skin discoloration, skin cancer and

a weakening of the immune system. The ozone layer cannot absorb UVA rays, so they penetrate more deeply into the skin. UVB rays cause sunburn and affect the surface layers of the skin. Therefore, people should use a broad-spectrum sun protection moisturizer with an SPF of 15 or higher to protect the skin. This is an integral part of any daily skin care regimen.

Two types of sun protection are available: chemical sunscreens and physical sunblocks. These two forms of protection have different methods of achieving a similar goal. A chemical sunscreen absorbs, reflects and scatters UV radiation before it harms the skin. A physical sunblock sits on the surface of the skin where it reflects or scatters UV radiation before it damages the skin.

Chemical sunscreens are often preferred to physical sunblocks because they work well for almost every skin type and condition. Furthermore, they don't leave a chalky film on people with darker skin tones. Chemical sunscreens also have a lighter, smoother feel in contrast to the heavy feel of most physical blocks. The cosmetic elegance and appeal of an SPF moisturizer typically increases the likelihood of daily patient compliance.

Vitamin C and the Skin

Topical vitamin C is effective in preventing skin damage and treating compromised skin. This antioxidant is essential for healthy skin, but is not produced by the human body. For this reason, skin care regimens must be supplemented with topical vitamin C products. However, just because a product label lists vitamin C as an ingredient doesn't mean it contains a bioavailable form of it.

In fact, L-ascorbic acid is the only form of vitamin C that's effectively assimilated into the body topically and orally. However, L-ascorbic acid is difficult to formulate in a stable preparation for cosmetic use. Because of this inherent problem, many skin care formulations use vitamin C derivatives that are more stable

in formulations. But the skin simply cannot use them. Some of these derivatives can even cause additional damage to the skin, including an increase in lipid peroxidation and topical irritation.⁵

Vitamin C in Skin Care

Recent studies show the numerous positive effects of vitamin C on the skin. L-ascorbic acid acts as an antioxidant in the skin, scavenging harmful free radicals created by sunlight, smoking, pesticides, heat, cold and pollution. It's also effective in counteracting the effects of these oxidative stresses. For example, it can reduce wrinkling, photodamage, dehydration and brown spots by stimulating fibroblasts to produce collagen and inhibiting tyrosinase to minimize discoloration.⁶

In another study on vitamin C, Lin et al. established that topical L-ascorbic acid (15 percent) had an antioxidant and photoprotection effect on pig skin, whether applied alone or with alpha-tocopherol (vitamin E).⁷

A study by Traikovich involving daily application of a 10 percent L-ascorbic acid serum over a three-month period showed a statistically significant improvement in photodamaged facial skin in 84.2 percent of treated patients over placebo patients.⁸ When used properly, vitamin C can play a significant role in protecting the skin, as well as treating it after damage has occurred.

Benefits of L-Ascorbic Acid

Many skin care products that claim to contain vitamin C do not contain L-ascorbic acid. Instead, they contain vitamin C derivatives, such as magnesium ascorbyl phosphate, sodium ascorbyl phosphate, ascorbyl palmitate or ascorbyl glucoside. These compounds are ascorbic acid bound to other molecules, creating a substance much more easily stabilized in cosmetic preparations. Unfortunately, the skin's environment is not corrosive enough to break these bonds, making these compounds of little value to the skin.

In a study by Meves A. et al., ascorbic acid-6-palmitate was tested for its ability to delay the onset of ultraviolet B-radiation-induced skin wrinkling. This widely used vitamin C derivative actually strongly promoted ultraviolet B-induced lipid peroxidation, which causes cellular damage and increases free radical production.⁵

Finding a Suitable Product

So how do you evaluate a topical vitamin C skin care product? Answering the following questions can help you make an appropriate evaluation.

- *Is the vitamin C in the form of L-ascorbic acid?* L-ascorbic acid is the best form of vitamin C for use on the skin. Derivatives are typically not absorbed and, in some cases, can intensify existing damage, as proven by the Meves et al. study cited above.

- *Is the L-ascorbic acid at a low pH so it can penetrate the skin?* In vitro studies demonstrate that L-ascorbic acid should be formulated at pH levels less than 3.5 to enter the skin.⁶

- *Is there enough L-ascorbic acid to produce an effect?* A 10 percent to 20 percent concentration of vitamin C is important for maximum effect.

- *Is the preparation stable?* Because L-ascorbic acid is inherently unstable, it's important to choose a product that will retain its efficacy after purchase. Research has shown that anhydrous (water-free) preparations of L-ascorbic acid are far more stable and effective than those containing water.⁹ Laboratory testing, of course, is the best way to determine the stability of a cosmetic preparation.

Vitamin C in its active form, L-ascorbic acid, is extremely effective in preventing skin damage, as well as treating existing damage. Choosing a preparation that is anhydrous, has a low pH and contains a 10 percent to 20 percent concentration ensures maximum efficacy.

Protecting the ECM

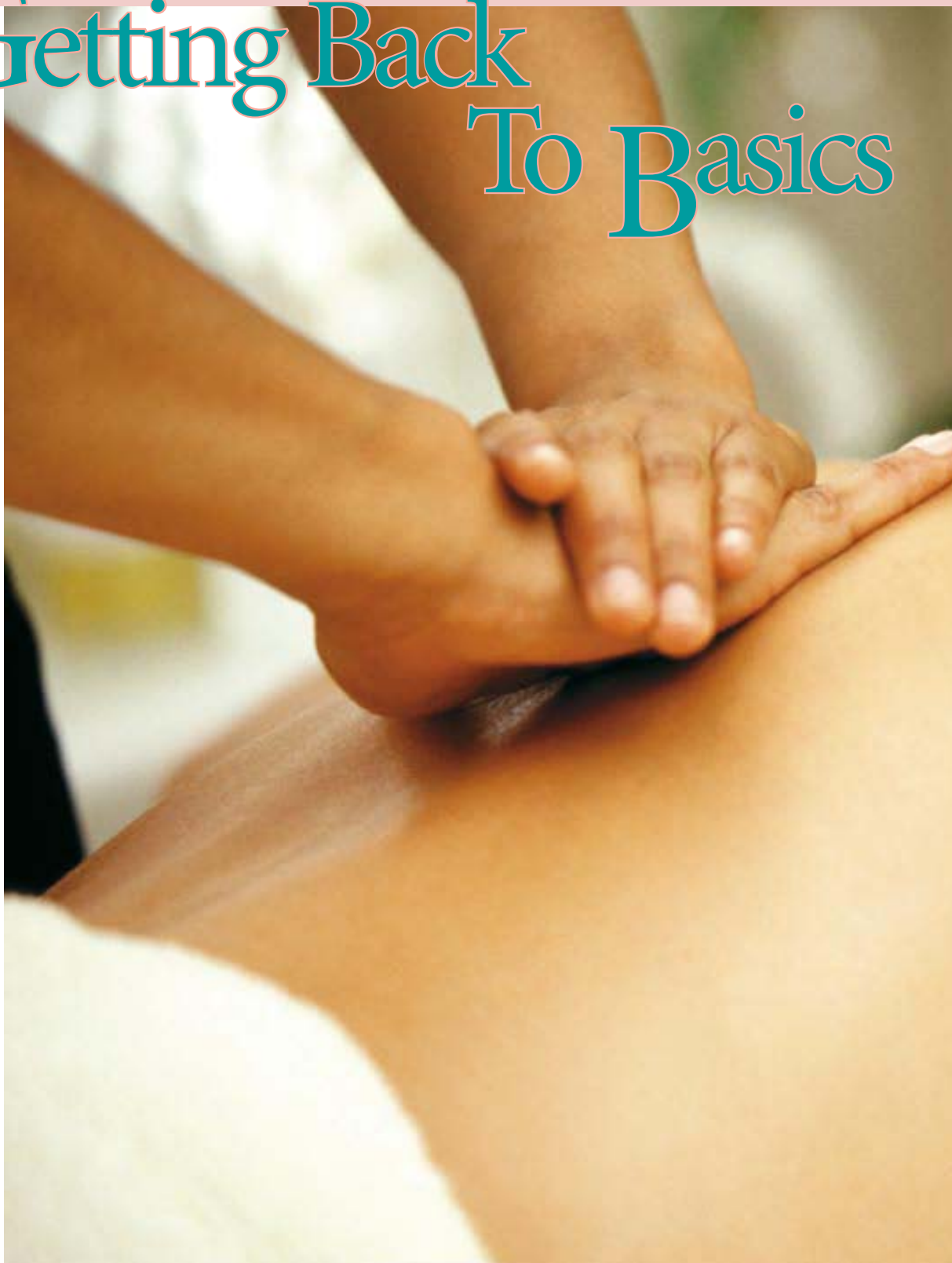
The ECM is a complex structure that forms the foundation of the skin. Protecting and supporting it is critical to maintaining skin health, vibrancy and a youthful appearance. ■


For a list of references, go to www.advancweb.com/healthyaging and click on the references toolbar.

JENNIFER LINDER, MD, is a board-certified dermatologist and a fellowship-trained Mohs surgeon. Dr. Linder holds a clinical faculty position in the department of dermatology at the University of California, San Francisco, instructing other dermatologists in general dermatology, skin cancer surgery and the use of cosmetic injectibles. Dr. Linder also serves as chief scientist for PCA Advanced Skin Care Systems, a Scottsdale, Ariz., company that develops professional chemical peels and advanced topicals.

Disclosure: Dr. Linder indicates that she has an equity position in a health care-related company whose products or category of products are referenced in this article.

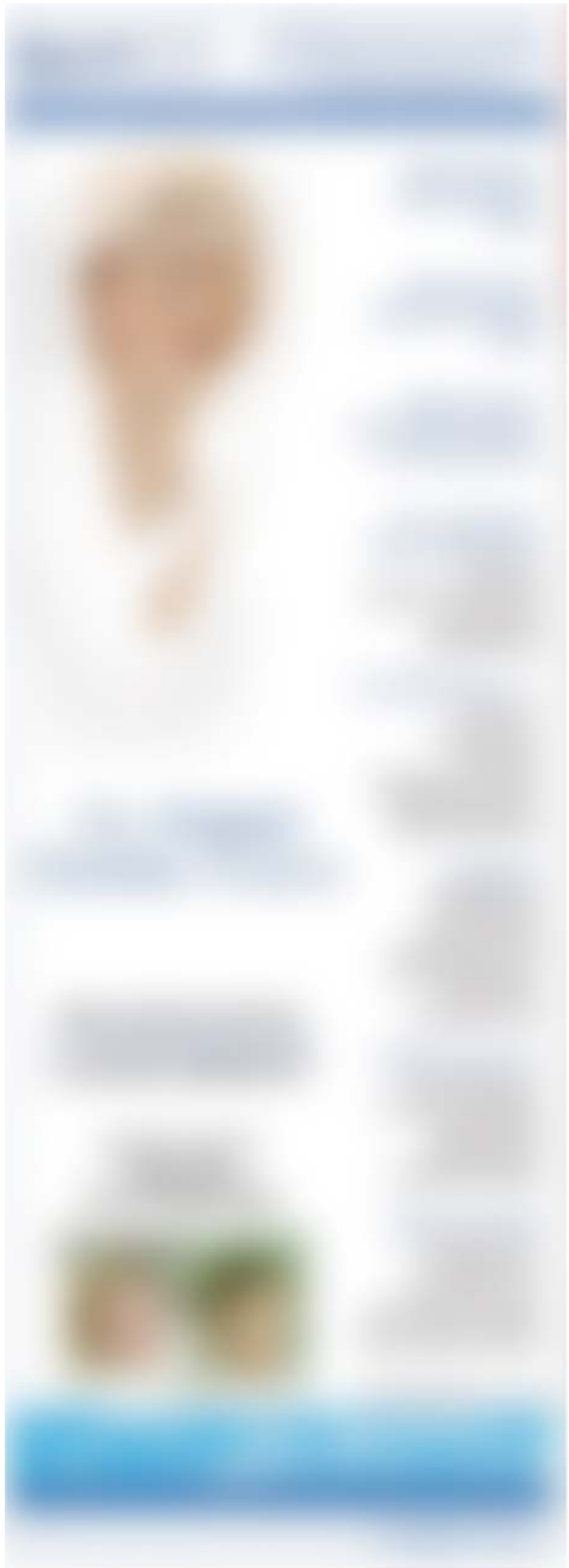
Getting Back To Basics





by Margaret Ancira

We are fortunate to work in an industry that is constantly pushing the envelope in research and development. From high-tech devices to high-science ingredients, the skin care industry has never offered more sophisticated options to the consumer. It is a very exciting and highly rewarding time to be a skin care professional. This rapid evolution does run some risks, however. Clients may develop unrealistic expectations based on snippets of sensationalized information they pick up in magazine articles, TV makeovers or claims made on the Internet. And skin care professionals may be seduced by the novelty of cutting edge technology and drift away from the basics that are the foundation of effective skin care. The fundamentals exist for a reason. They serve as a safeguard to both the practitioner and the client, ensuring that the skin care professional delivers the most comprehensive care and that the client receives the most satisfactory results possible. Creating a checklist of those fundamental steps will help you track the process as well as give your client the detailed attention they need to achieve optimal results.



№01: THE CONSULTATION

The initial consultation is an invaluable tool in building a successful relationship with your client. Let's use a client coming in for a chemical peel as an example. Introduce yourself to the client, seat the client in a well-lit area and do a visual skin analysis. Ask the client to describe their skin, what specific problems if any they have with their skin and what their goals are in improving their skin's health and appearance. A **client profile sheet is essential** and must be completed on every client. Take a thorough and concise client history noting any unusual problems, allergic conditions and use of medications or contributing stress factors.

Next, educate the client as to what products and treatments you recommend and why, how they work, possible reactions and what these products and treatments can realistically accomplish for their condition. You can quickly alleviate any unrealistically high expectations through education. Often the skin care professional is to blame for the unrealistic expectation because the client hasn't been properly educated. When clients

EDUCATE THE CLIENT AS TO WHAT PRODUCTS AND TREATMENTS YOU RECOMMEND AND WHY

hear the word "peel" they expect a bona fide sloughing of skin to occur. Some treatments are deceiving because they work at a cellular level and will not necessarily induce visible peeling. They will, however, create a tighter and firmer complexion and appearance. To help ensure that the client will experience peeling of dead surface layers of skin, the skin must be pre-treated with an appropriate home care regimen prior to the professional peel treatments.

№02: THE ANALYSIS

If available, analyze the client's skin under a Wood's Lamp or a 5-diopter magnification lamp. Note skin type and conditions (acne, melasma, hyperpigmentation, hypopigmentation, keratoses, asphyxiation, excessive dryness, etc.) on a client profile form. It can help reveal skin conditions not visible to the naked eye. It is also a good idea to take a "before" photograph during this initial consultation to serve as a recorded history of the patient's skin and as a reminder to the client of their skin's condition prior to treatments.

Based on your findings during the analysis and the client profile sheet, customize a program for your client explaining openly what can be accomplished with peels, how many treatments are recommended and the length of time it might take to achieve the best possible results. Be sure to explain that results are individual and the success of a program varies with each person. The expectations of the client must be realistic in order

CUSTOMIZE A PROGRAM FOR YOUR CLIENT EXPLAINING OPENLY WHAT CAN BE ACCOMPLISHED

to achieve satisfaction. Answer all questions as clearly as possible, if you do not know an answer, do not guess. If necessary, inform your client you will seek an answer to their question and get back to them.

If the client chooses to proceed with a program have them commence with a sample set of home care products, making

sure to include detailed instructions. Home care is highly recommended 10 to 14 days prior to a treatment to prepare the skin. Explain the home care regimen to the client, emphasizing the importance of using sunblocks during the series of peeling treatments. Also, stress the need to discontinue the use of all other home care products that may hinder the final outcome. Let them know you are available if they experience any problems or have any questions. This initial consultation should be limited to 45 minutes. Schedule the first peel treatment for two weeks after they have primed their skin with the home care products. Maximum results are ensured with proper advance preparation of the skin.

№3: CONSENT FORM

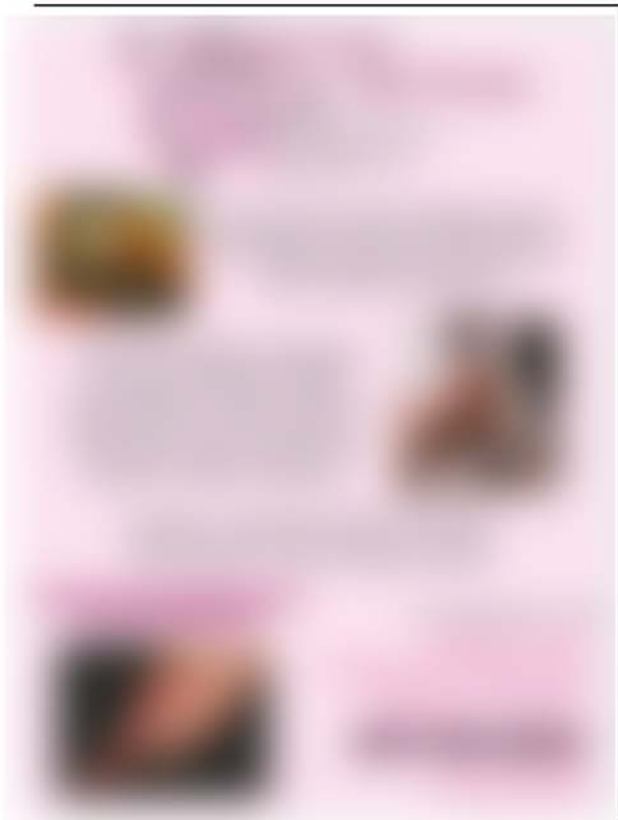
It is imperative that the client signs a consent form **prior to the first peeling procedure**. The client should be aware that there are no guarantees and should sign a consent form that clearly states several treatments may be required to achieve the desired results. A well-written consent form does not offer guarantees, and quickly positions the aesthetician in a more credible light.

Be sure to date and have the client initial the consent form **prior to all treatments**. An oral agreement to treatments is not sufficient for your protection. It is advisable to give the client a copy of their signed and dated consent form. Use the client treatment log to record each step of the treatment. It is most effective to schedule the client's next appointment before they leave in order to avoid delays or missed opportunities. Call the client the following day for any comments or reactions they may have experienced and note the date and time you called on the client profile for your files.

№4: THE TREATMENT

At the first scheduled peel appointment; ask your client how the home care products have been working. Note on the client profile any unusual changes that may have occurred with their skin since the last visit. Explain what is going to transpire during the peel treatment and what possible reactions they may feel. Make every effort to allay any nervousness or fears they may have related to the procedure.

Administer the procedure with a customized peel treatment that you determined as appropriate for the skin of that particular client. Also, determine the length of time for their treatment according to skin type, ethnicity, and solar damage. Watch for unusual reactions such as excessive redness, ery-





thema, or blanching. During and throughout the procedure, be sure to have the client tell you how the procedure feels as it occurs. Apply post-peel moisturizing product to soothe and calm the skin. Document all data on a client treatment log, including number of layers, any visible reactions and comments made by the client.

Inform the client that dryness, flakiness, and a possible breakout would be considered normal reactions and emphasize that they are not to pick their skin when and if it begins to flake or peel. Application of a moisturizing sunblock is recommended. Ask the client to call you if they experience any unusual irritations or reactions such as blistering, swelling, or redness. Home care may be resumed immediately, having the client follow the instructions provided. It is recommended to refrain from applying make-up the day of the treatment to allow time for the skin to stabilize to its normal pH naturally. Immediately following a peel, the pH of the skin is quite low. If make-up is applied too soon afterwards, it is possible that foundation make-up will curdle. If the client feels they must apply make-up, allow approximately 15 minutes for the pH of the skin to stabilize before application.

By following these few but very vital fundamentals, you will have taken the first steps toward a successful and lucrative relationship with your client. Being thorough and providing the personal attention to detail that is often overlooked will help gain your client's trust and increase their comfort level. Your professionalism will keep them coming back... and you will both profit.

Margaret Ancira, founder and president of Physician's Choice of Arizona, is a licensed aesthetician and a chemical peel educator. Ancira is a regular featured speaker at medical symposia around the globe. She is the innovator of chemical peel formulations used to treat a variety of skin conditions including acne, eczema, rosacea, hyperpigmentation and sun damage. Physician's Choice professional treatments and PCA SKIN Clinical Care Products are used in select clinical practices in 60 countries.



Choosing a Clinical Line for Your Practice

By Margaret Ancira
President of Physician's Choice of Arizona

Fifteen years ago, anyone seeking out a physician's expertise to correct a skin condition usually left the office with a prescription in hand. This was the practice of the times. Most doctors would never even have considered dispensing products directly to patients out of their own office. Times have changed. The gap between aesthetics and medicine has narrowed considerably as pioneers in the skin care field began developing non-prescription, science-based, clinically researched, results-oriented professional strength skin care products for in-office dispensing. Today, patients are skipping the drug store and purchasing skin care options directly from their doctor's office. Along with clinical skin care products, the use of chemical peels, botulinum toxin type A injections, microdermabrasion, and dermal fillers have also become popular non-surgical offerings on the menu of services.

WHY IT MAKES SENSE

A number of factors have prompted this paradigm shift in the medical community: an aging population with the desire and the means to look younger longer; managed care and insurance capping doctors' incomes; better data on skin biology and function; the refinement of non-invasive technology; and improved efficacy of ingredients available. This shift has been a lucrative one for the clinical practices which have embraced it. In the case of chemical peels, the second most popular non-surgical cosmetic procedure after Botox® injections, worldwide use of chemical peels generated fees of \$1.1 billion in 2001.

Treatment volume is expected to grow to \$1.7 billion by 2007. The market for cosmeceuticals is even more robust with estimated annual sales at \$12.4 billion and an expected increase to

\$16 billion by the end of this decade. The demand for skin care products makes up more than half of the market, with last year's sales reaching \$6.4 billion.

People are searching for skin care solutions and will pay the price to get results. Your expertise as a skin care professional fosters trust from patients and makes you the logical choice in dispensing advice, services, and products to the public. Add to that the convenience of having the products available to your patient at the time of

Today, patients are skipping the drug store and purchasing skin care options directly from their doctor's office.

consultation, and you have eliminated the need for your patient to be at the mercy of recommendations from a drug store clerk or cosmetic counter salesperson.

GETTING STARTED

Whether you have an existing practice or are evolving your practice into a medical spa, the criteria for introducing a new product line remains the same. Select a product line which complements your menu of services with pre- and post-treatment options. The right product line will not only enhance in-office treatments, but will also help prolong the results which in turn promotes patient loyalty and potential referrals. Here are some "must haves" to look for when selecting a product line for in-office dispensing.

Safety and Efficacy.

The skin care industry is full of eye-catching package designs and slick advertising campaigns. They are designed to evoke an emotional connection between product and consumer. Don't be seduced by the surface appeal or "buzz" created by marketing claims. Trendy lines with trendy ingredients come and go. Look for companies with a history of delivering visible results with minimal downtime. "First, do no harm," says Dr. Paul Benchwick, Medical Director of PCA Skin Center, Scottsdale. "So

of the past. The "less is more" philosophy is the more popular approach to improving skin conditions. Ingredients with a proven track record of safety and efficacy include alpha and beta hydroxyl acids such as lactic, citric, and salicylic; antioxidant vitamins A, C, and E; and phytoactives derived from pumpkin and aloe. Some of the newer ingredients showing impressive improvement in skin's function and appearance include peptides and epidermal growth factors. Pick a line which does its homework on the formulation process. Those companies which offer products backed by legitimate science will be happy to provide that information, along with the opportunity to try their products. If you or your staff are going to sell a product or treatment to patients, you have to be sold on it first.

Next, take a look at the company's representatives. Their complexions are their calling cards. Ask them what they use on their skin. They have to believe in a product to promote it, and what better way to promote it than to proudly display the results. No matter what our professions, we are consumers first. We use what works, and shelve what doesn't.

Many consumers shop with their "nose," seeking out over-the-counter "feel good, smell good" products

based on an appealing fragrance or color. This is an opportunity for your expertise to intervene and educate. Skin care products, especially those formulated for facial use, may contain ingredients which could provoke sensitive skin or trigger allergic reactions. By choosing a skin care line which does not add any fragrance or artificial dyes to the formula, you greatly diminish the risk of an allergic reaction which could overshadow any other benefits.

Custom Fit Care.

Skin comes in many colors, conditions, and configurations. That is why "one size fits all" does not work in the realm of skin care. While many companies base their fortunes on one or a few "wonder products," a good clinical skin care line should offer a diversity of treatments and products which are intentionally formulated to address skin concerns of patients from any age and race: teens scarred by acne, women of color seeking to even out discoloration, fair skinned women in need of relief from rosacea, or baby boomers trying to repair sun damaged skin. This depth and scope of professional treatments and home care



"The very basis of a good aesthetic practice will be the peels which are performed."
— Rawlins Apilado

many products cause side effects and secondary reactions. My first two questions for a prospective line are 'Does it work?' and 'What are the side effects?'"

Consumers no longer have the time or desire to go into hiding while they heal from aggressive treatments

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products gives you, the professional, flexibility to customize treatments which fit the needs of your patients. That level of personalization ensures better results, elevates your credibility in the eyes of the patient, and further cements the level of trust between patient and practitioner.

The Cost of Quality.

Price point can't be ignored when selecting a skin care line. You want to carry a line which will be competitively priced, yet give your practice enough of a profit margin to make it worth your while. This is where the balance between quality and cost must be weighed. You get what you pay for. Professional brands will yield more visible results than store brands because they utilize newer delivery technology and higher concentrations of top grade ingredients. A top tier skin care line won't compromise quality for cost, and will back it up with proven results. "Patients come to us because they trust us," says Joan Lucas, R.N., B.S.N., and Medical Spa Director for Vito Quatela, M.D., F.A.C.S., a board certified Facial Plastic Surgeon and Medical Director of Q the Medical Spa at Lindsay House in Rochester, New York. "We won't sell what doesn't work. Cost isn't an issue if they get results."

Support After the Sale.

You've settled on a skin care line which fits your needs, the sale has been made, the packages are arriving and you have questions. Who will answer them? A reputable skin care company will have a full-service support system in place to help ensure

your success: marketing, education, and customer service support.

Not every clinical practice can afford the time or cost for an in-house marketing staff. A smart skin care company understands that and will have a comprehensive marketing support program in place to help you promote their products. Ask the company what kind of marketing tools they provide to their customers. They should include in-office support such as product displays, product information brochures, before and after photos, patient education materials, as well as a sustained advertising campaign which promotes the unique features of the product line.

Being well-informed about the product line you have chosen is also critical in effective dispensing. Established skin care companies consider education a top priority for their customers and make it accessible in a number of ways. The company's menu of education options should provide ongoing access to experienced educators who teach courses on skin health and maintenance, in-depth product knowledge, as well as hands-on training in the safe and effective use of the treatments and products. The more progressive skin care companies will also offer the convenience of online learning courses which you can take in the privacy and comfort of your home or office.

A responsive and knowledgeable customer service staff which is ready to answer questions or offer tips on how to improve your outcomes is your best ally in building a successful retailing arm of your practice. Ask the company what kind of training and orientation the customer service

representatives receive for their position. How much training do they receive in product knowledge and protocols? How is their knowledge tested during their training period? Written exams? Oral exams? Practice service calls? Those which stand behind their products know the importance of keeping their customers satisfied and will not scrimp on the time and expense required when it comes to training its representatives to provide you with prompt, courteous, and accurate assistance.

Selecting a clinical skin care line can be daunting because of the growing number of companies in the marketplace, all vying for your attention at medical meetings, industry trade shows, and through ads in trade publications. Selecting the right one for your practice doesn't have to be difficult if you know the right questions to ask. Never settle for unsatisfactory answers, and always remember that in the end, what will benefit your patient most will reward your practice most. **ATI**



Margaret Ancira, founder and President of Physician's Choice of Arizona, is a licensed esthetician and a chemical peel educator. Ancira is a

regularly featured speaker at medical symposia around the globe. She is the innovator of advanced professional and home skin care products that serve as treatment catalysts for skin conditions including acne, eczema, rosacea, hyperpigmentation and sun damage. PCA Advanced Skin Care Systems are used in select clinical practices in 60 countries.

THE WORLD AT YOUR TREATMENT TABLE

CUSTOMIZING CARE FOR ETHNIC SKIN

AMERICA'S palette is growing more colorful every year and so is the demand to meet the evolving needs of ethnic skin. While most Caucasian women fall into four or five skin color categories, women of color including Asians, Africans, Hispanics and Native Americans comprise dozens of different shades of yellow, brown and black. This challenges skin care professionals to have a better understanding of ethnic skin's complexities, and presents the opportunity to put that knowledge to use in a rapidly growing, and highly lucrative ethnic market. ►

by Margaret Ancira



One trait that most Asian skin does share is its delicate, porcelain-like appearance. It is this transparent quality that makes blemishes and hyperpigmentation more visible.

Charts for skin evaluation

Ethnic skin can be safely and effectively treated once its characteristics are identified. One of the most established guidelines to categorizing skin color is the Fitzpatrick skin phototype system. For decades, physicians and estheticians have relied on this method to determine skin's hereditary components based on its reaction to ultraviolet exposure. The classification falls into six sun-reactive categories, from Level I as the fairest skin tone and most likely to burn, to Level VI that represents those with black skin that is resistant to sunburn.

While helpful, Fitzpatrick does not account for the differences often found within a race. Researchers are responding with newer classification systems that delve deeper into a person's ancestry to reveal nuances that may be subtly visible, but could dramatically influence the choice of treatment and impact the treatment's outcome. One of these newer classification systems is the Lancer Ethnicity Scale. This scale identifies not only the individual's skin color, but also takes into account the person's ancestry to determine their tolerance for cosmetic

procedures. The World Classification system divides skin color into five categories: white, light brown, yellow, brown and black. Each skin color is further divided into three subcategories that judge the skin's ability to tan, burn and develop post-inflammatory pigmentation. Sub-group A represents pale skin that does not tan, burns easily, but does not develop post-inflammatory pigmentation (PIP). Sub-group B represents skin that tans, rarely burns and rarely develops PIP. Subgroup C skin tans deeply, never burns, but does develop PIP.

African American skin

A paper recently published in *Cosmetic Dermatology* proposes that skin color variations among African Americans require yet another new classification system that will improve treatment outcomes. This new classification system will also improve the development of skin care products that will treat conditions without the risk of post-inflammatory hyperpigmentation. The author, Dr. Isaac Willis, a clinical professor of dermatology at Morehouse School of Medicine in Atlanta, GA, created a skin classification system for people of African descent that is divided into four categories: light brown, medium brown, brown and dark brown. The system also takes into consideration each group's reaction to ultraviolet light and propensity for pigmentary disorders. He offers this model as an alternative to identifying the variety of skin phototypes within the African American population.

Asian skin

The Asian American population presents even greater variations of skin color. Skin color in countries such as Singapore, Korea and Japan is much lighter than in southern parts of Asia, while skin color in China varies from region to region. One trait that most Asian skin does share is its delicate, porcelain-like appearance. It is this transparent quality that makes blemishes and hyperpigmentation more visible. Asian skin also has a high degree of sensitivity to fragrances, preservatives, harsh chemicals or mechanical stimulation, which leaves it at risk for post-inflammatory hyperpigmentation.

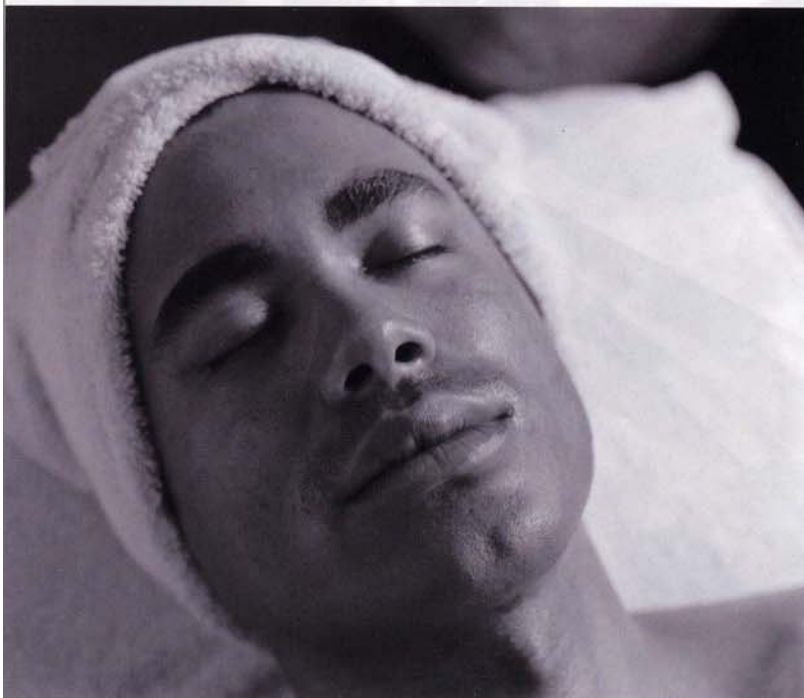
Once the skin's nuances have been identified, there are some basic guidelines for effective
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tively customizing your superficial chemical peel treatments to achieve maximum results.

Treatment protocol

Before every superficial chemical treatment, cleanse the skin with a gentle cleanser that will effectively remove all oil and makeup. Excess sebum in the skin will neutralize the acid and make the peel less effective. This is true for clients with all skin types, conditions and hereditary backgrounds. The next step is to apply an alpha hydroxy acid toner to continue to degrease the skin. More importantly, "patch test" your clients for sensitivity before you select a peel solution. This is where your real customizing begins. Using a scale of one to 10, 10 being very irritating, ask your client how much they can feel the toner you apply. This one-to-10 scale is a very effective tool in properly customizing a treatment for your client to achieve maximum results. As the technician, you are the decision maker who determines which solution will be appropri-

When working with higher Fitzpatrick skin types, it is important to select a solution that is formulated to deliver smoothing, lightening and strengthening benefits while creating very little burning sensation.



ate and how many layers will be applied. The combination of your education and experience in conjunction with the use of the one-to-10 scale to properly gauge your client's sensitivity will lead to great success.

The next piece of this customizing puzzle is the selection of your chemical peeling agent.

In order to make your peel selection an informed one, be certain that you are looking at each client holistically. The patch test using the one-to-10 scale is your main guide, but also make your selections based on skin types and conditions such as oily, dry, hyperpigmented, dehydrated, wrinkled or acneic. Based on your client's response to the one-to-10 scale during the application of your AHA toner, you can make a very confident selection of a superficial chemical peel solution.

Lighter tones

The Nordic, light-skinned, Fitzpatrick I and II skin types will usually rate between zero and two on the one-to-10 scale during your patch test. Because their skin has accommodated to an environment that traditionally has low sun exposure, these types of clients will have less responsive melanin and few challenges with hyperpigmentation. Therefore, the low rating on the one-to-10 scale, indicating low surface sensitivity, in conjunction with infrequent instances of hyperpigmentation makes stronger solutions an appropriate choice. If the client is very oily, a modified and enhanced Jessner's solution is fitting, as it will break down oil while smoothing, strengthening and controlling bacteria. If your client is perimenopausal, it is important not to dehydrate the skin. A TCA and lactic acid blend solution that contains progesterone will enhance hydration and plump the skin.

Darker tones

When working with higher Fitzpatrick skin types (IV to VI) that originate from the equator regions of the world, the possibility of triggering melanogenesis and causing hyperpigmentation makes the avoidance of blanching and burning critical. During your pre-peel patch test, these clients will normally range anywhere from five to 10 on the one-to-10 scale. It is important to select a solution that is formulated to deliver smoothing, lightening and strengthening benefits while creating very

continues



little burning sensation. A solution containing a low percentage of TCA, lactic acid and kojic acid for lightening benefits, and L-ascorbic acid would be an effective choice. You will probably apply fewer layers of your selected solution on these clients. With the application of each layer, you will continue to ask your client, on the scale of one to 10, how much they can feel the solution you are applying. While you may be safe taking a Nordic client to a seven on the scale with a multiple-layer treatment, every effort should be made to keep your equator-region clients in the four to six range. Your results can be very dramatic even without the heat generation traditionally associated with chemical peeling.

Heat plays a role

When customizing for your Scotch/Irish and English clients, a solution that will not cause overheating is also quite important. The instances of hyperpigmentation are much lower than with your equator-region clients, but their challenge is broken surface capillaries. It is important to also keep these clients cool during treatments, as overheating will contribute to couperose and telangiectasia conditions. This hereditary group is also quite prone to rosacea. One of the major enemies in the fight against rosacea is inflammation. A treatment that will produce a low stinging sensation and also infuse the skin with antibacterial and anti-inflammatory agents would be ideal.

Balancing and soothing

After the selection and application of your superficial chemical peel solution, your next phase of customizing begins. The skin is a sponge, especially after the application of a superficial chemical peel solution. The skin is exfoliated, open and accepting, so this is the perfect time in your treatment to layer on topical vitamins, antioxidants, tyrosinase inhibitors and anti-inflammatory agents. Target each different condition to ensure that your treatment will be complete.

Your next step will be to cool, calm, soothe and seal your treatment. Use a product that has a pH of 7 (or close to it) to adjust the acidified skin back up to a comfortable pH of 5.5. Vasoconstrictors, essential fatty acids and aloe in your post-peel product formulations will help balance and soothe any Fitzpatrick skin type after a superficial chemical peel treatment.

Your last, final and most important step is the application of a broad-spectrum sun-protection moisturizer. The inclusion of avobenzone (Parsol 1789) in the formulation will provide even better protection.

Global skin care

As skin classification systems become more refined, they will continue to make our jobs easier and more rewarding in determining the best course of treatment for ethnic clients. If you customize your superficial chemical peel treatments and incorporate the latest in technology and product development now available, you will bring the best that the skin care world has to offer to your clients of the world. ■

Margaret Ancira, founder and president of Physician's Choice of Arizona, is a licensed esthetician and an internationally renowned chemical peel educator. Her patented chemical peel formulations aid in treating a variety of skin conditions including acne, rosacea, hyperpigmentation and sun damage. Physician's Choice, Professional Products and PCA SKIN Clinical Care Products are used by select clinical practices in 60 countries. For more information, please call 1-(877) PCA-SKIN or visit www.pcaskin.com.



Why Patients And Professionals Prefer Chemical Peels

The continuous search for the fountain of youth has sparked a flurry of new technologies targeting the signs of aging. Procedures such as laser resurfacing, photo rejuvenation, dermabrasion and injectable fillers are supplanting deep chemical peels to minimize wrinkles and sagging skin. However, superficial and medium-depth chemical peels continue to be the treatment of choice for giving skin an overall more youthful appearance by improving its tone and texture.



According to the American Society of Plastic Surgeons, chemical peels are the second-most-common non-surgical cosmetic procedure performed by medical professionals and clinical estheticians today. This cornerstone of topical treatments offers numerous advantages to the skincare professional and the patient.

Safe And Effective

When chemical peels were introduced 50 years ago, the formulations were highly aggressive. Single or multiple acid peels in a carrier base were effective in triggering the regeneration of new skin cells, but also were prone to complications such as irritation and post-inflammatory hyperpigmentation.

Newer chemical peel formulations have evolved into skin-friendly blends that include biocompatible lactic and citric acids, buffering agents such as licorice extract (*Glycyrrhiza glabra*) and willow bark to minimize irritation to skin, as well as topical antioxidants to infuse skin with restorative nutrients.

The combination of ingredients feeds and strengthens new skin while exfoliating away dead surface cells. The changes often occur at a cellular level and aren't always apparent to the naked eye. This feature makes superficial chemical peels especially popular with busy patients who are seeking effective treatments that can be done quickly with little or no downtime. Clients can walk right back into their daily routine following a lunchtime treatment, and the only visible proof is brighter and firmer-looking skin.

Treatable Conditions

Superficial chemical peels have a proven track record for correcting many difficult skin conditions including acne, hyperpigmentation, rosacea, psoriasis and

skin-fighting degradation from chronological and environmental aging. The variety of blends available allows the skincare professional to customize protocols and effectively address specific skin conditions.

For treating acneic skin types, look for a modified Jessner's solution with ingredients such as kojic acid for tyrosinase-inhibiting action and antibacterial properties. For hyperpigmentation, look for lightening ingredients such as kojic acid, azelaic acid, L-arbutin, licorice and *Rumex crispus*. Rosacea requires treatment with milder formulations than other conditions to avoid overheating skin and possibly causing flare-ups. Utilizing formulations containing the effective anti-inflammatory ingredients bisabolol, willowherb and willow bark help keep sensitive skin types calm during and after treatment. Patients who are seeking skin rejuvenation or sun-damage repair, chemical peels with retinol, TCA, chasteberry and soy isoflavones will stimulate cell turnover with minimal irritation and excellent results.

Once the selected chemical peel has been applied to skin, the newer cells beneath the impacted stratum corneum are able to more effectively absorb beneficial nutrients needed to even skin tone, stimulate cell turnover and rebuild collagen—the skin's support system—ultimately improving the overall health and appearance of the skin.

Following this loosening of the stratum corneum, it is an ideal time to spot-treat hyperpigmentation and fine lines with tyrosinase inhibitors, peptides and growth factors, as well as infuse weakened skin with restorative antioxidants and polyphenols that combat free-radical damage.

Graph 1 The favorable ratio between the cost per treatment (CPT) and the number (#) of treatments per bottle from each product.

| Products | Total Cost | # Of Treatments | CPT |
|---|------------|-----------------|-----------------|
| Modified Jessner's Solution (2 ounces) | \$65 | 20 - 30 | \$2.16 - \$3.25 |
| Modified TCA Solution (4 ounces) | \$145 | 40 - 60 | \$2.41 - \$3.63 |
| Salicylic Acid Formulation (3.3 ounces) | \$65 | 30 - 50 | \$1.30 - \$2.16 |
| Retinol & Lactic Formulation (3.3 ounces) | \$125 | 30 - 50 | \$2.50 - \$4.16 |

Introduce anti-inflammatory topicals during treatments to calm skin sensitized by UV overexposure, pollutants and irritating cosmetics. Customize treatments for dry and dehydrated skin with hygroscopic agents, such as hyaluronic acid, that attract and retain cellular moisture. Always seal and occlude the protocol with a broad-spectrum sunscreen.

Home Advantage

While professional treatments are very effective, the patient's homecare regimen can be of even greater importance. Treatment results can be enhanced and prolonged with a customized homecare program. The combination can help maintain healthy skin and a smooth, clear and radiant complexion as well as:

- Prepare skin for treatment.
- Balance moisture content.
- Boost collagen production.
- Help control discoloration.
- Heal treated areas.
- Soothe and reduce inflammation.
- Control oil and acne.
- Diminish fine lines and wrinkles.

One of the most exciting ingredients recently introduced into advanced clinical skincare products for home and professional use is epidermal growth factor, or EGF. Daily use of EGF encourages aging skin to function more like young skin by stimulating increased cell turnover to thicken and strengthen skin and speed healing when injury does occur.

Topical peptides are another new class of anti-aging ingredients now available. One of these peptides, known as acetyl hexapeptide-3, produces similar anti-wrinkle activity to Botox® cosmetic injections by relaxing facial muscle contractions that can lead to wrinkles. The skin-tightening effect is immediate and results in a smoother, less-furrowed complexion, especially on the forehead and around the eyes. Palmitoyl pentapeptide-3 penetrates top layers of the stratum corneum to stimulate the production of collagens type I and IV, critical in preserving skin's youthful characteristics.

Building Business

This advanced generation of skin-friendly formulas has fueled chemical-peel demand. Worldwide use of chemical peels generated fees of \$1.1 billion in 2001, with treatment volume expected to grow to \$1.7 billion by 2007. Besides being safe, efficient and convenient, chemical peels can be a profitable addition to the spa. When considering chemical peels for the treatment menu, it is important to note the favorable ratio between the cost per treatment (CPT) and the number of treatments per bottle from each product. (see Graph 1.)

If a clinical practice is charging between \$65 and \$125 (depending on market demographics) for a chemical-peel treatment, it is obvious that with just one treatment, the cost of product is paid for immediately. The cost of other products used during the treatment protocol, such as facial cleanser, toner, specialty serums, hydrators and SPF products, need to be factored in as well. When the CPT for companion products is added in to the equation, the total cost of a treatment may still only be \$3 to \$5 for the spa. This adds up to an estimated profit margin of around 95 percent.

While chemical peels may not share the novelty factor associated with high-tech skin-rejuvenation solutions, their tried-and-true results and impressive earnings potential will profit the skincare patient and professional. ✪



Margaret Ancira is an educator, aesthetician and founder of PCA Advanced Skin Care Systems. She revolutionized the skincare industry in 1990 by developing and marketing the first non-prescription, clinically researched skincare products directly to physicians and clinical estheticians. Today, her chemical peels and advanced topicals are available in 60 countries.

COMBINING MODALITIES FOR ENHANCED RESULTS

by Margaret Ancira



Skin care professionals are continuously searching for new and advanced ways to achieve results for their clients. Exciting novel ingredients, advanced product delivery technology, new machines and treatment modalities are becoming available at record speed. With so many choices, it is difficult to identify the best and safest ways to expand your services. One option is combining modalities already present in your practice. Many skin care professionals are currently performing microdermabrasion, but often have not been able to achieve the type of dramatic results desired by their clients. Using microdermabrasion in conjunction with gentle chemical peels can be a great way to boost your results and your business. However, it is imperative to thoroughly understand each of these modalities before performing combined treatments. If your clients are properly screened and common sense safety guidelines are followed, combined modality treatments can deliver excellent results for your clients.

GETTING PERSONAL

It is extremely important to conduct a thorough consultation before treating any new client. This becomes more critical when performing advanced treatments, as there is a greater possibility of complications. Your evaluation should include a visual analysis of the skin to determine any active conditions as well as an examination with a Wood's lamp or Skin Scanner to illuminate any dehydration, impacted follicles or underlying deposits of pigmentation. Have the client also share personal information by filling out a written profile. This personal history helps reveal any allergies, sensitivities or past reactions that may impede a successful treatment. It is also very helpful to understand the common predispositions in different hereditary skin types.

Over generations, our skin evolves to accommodate our current environment while still retaining the genetic information of our ancestors. Our skin cells 'remember' the evolutionary



defense mechanisms of previous generations. For this reason, it is helpful to detail all facets of a client's hereditary background to avoid possible reactions and avert complications. Those individuals whose ancestry originated from equator regions of the world have a greater predisposition to produce excess melanin or hyperpigmentation. This is due to the high intensity of UV exposure in these regions. The skin 'learns' that protecting itself from injury and cancer from UV rays is its prime objective. Therefore, the melanocytes of people from equator regions are more easily stimulated by other types of inflammation (e.g. peels, microdermabrasions, etc). Conversely, if a client's ethnic background is from an arctic or polar region of the world, their response will be quite different. These people are generally not as susceptible to hyperpigmentation, although aggressive treatments or overstimulation may trigger hypopigmentation. These clients are generally more resilient and are oftentimes better candidates for combined treatments.

MIXING IT UP

Before combining modalities it is essential to understand the technical aspects, function and expectations of each individual treatment. Any treatment is only as safe and effective as the technician's knowledge of the application, whether it is a topical product or a mechanical device. Protect yourself and your client by taking advantage of any manufacturer's training offered when you begin to use a new modality, and stay informed through continuing education seminars offered at industry meetings and online courses. These will not only refresh your existing base of knowledge, but expand it by introducing "pearls" from other practitioners and industry experts on new ways to enhance the treatment experience and results for your clients.

Microdermabrasion is a modality that helps to eliminate excess stratum corneum cells which in turn improves and refines surface texture. This is achieved by 'bombarding' the skin's surface with inert crystals, most commonly corundum/aluminum oxide. Microdermabrasion will not help to dissipate any pigmentary disorders that exist below the surface. It is effective in helping to minimize the appearance of hyperpigmentation by removing the melanin-filled, keratinized cells on the surface. When performed more aggressively, this modality can be used for scar revision and collagen stimulation. Protocols where microdermabrasion is utilized in this vigorous manner are not conducive to combining modalities.

Superficial chemical peels are very effective when used alone. The primary function of a chemical peel is to either loosen the bonds between the cells allowing them to exfoliate

more easily, or to perform a controlled burn of the surface layers to reveal the healthier, smoother skin below. Once again, if peel solutions are being used in this more aggressive manner (which should only be performed by a medical professional), combining modalities should not be considered.

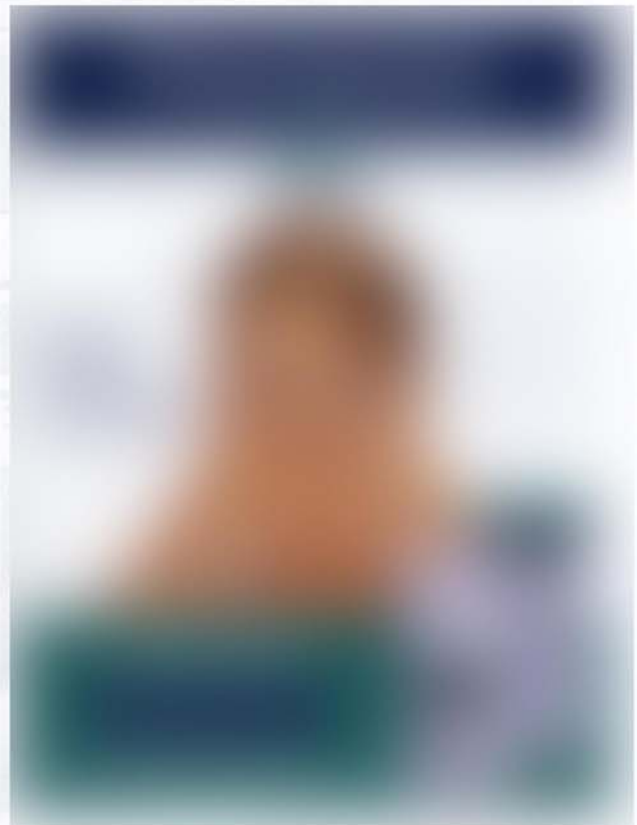
There is a wide array of solutions available today. TCA, salicylic acid, lactic acid, and glycolic acid are each often used on their own at varying percentages. These types of treatments do have benefits, but straight acid applications are generally too aggressive to be used in conjunction with microdermabrasion. What you need to consider is how to create a treatment that is well-rounded and balanced. Microdermabrasion tends to be drying and does cause some inflammation and surface activity on the skin. When using a solution in conjunction with microdermabrasion, you want to choose one that will compensate for this dryness and not cause unwelcome irritation. Superficial chemical peels that are formulated with a combination of many beneficial strengthening, hydrating and healing agents are ideal choices.

The mild abrasion and removal of impacted keratinized skin cells that occurs when microdermabrasion is performed

create a more porous and 'open' skin surface. Anything you apply following microdermabrasion will have an increased penetration of approximately 50 percent. This is a very important piece of information when approaching the combining of modalities. If a layer of a superficial chemical peel is applied following a pass of microdermabrasion, the peel's penetration will be enhanced. If you choose your solution wisely, these increased benefits will mean more markedly visible results. On the other hand, if you do not follow safety guidelines, it can result in complications.

The following is an example of a safe and easy combined modality treatment:

1. Cleanse the skin with a gentle gel cleanser designed to remove debris and excess sebum from the skin. Lather and rinse.
2. Tone the skin with an alcohol-free, AHA toner to continue to degrease and prep the skin. Ask your client "On a scale of one to ten, ten being extremely irritating, how does your skin feel?" If your client rates higher than a four with simply an AHA toner, combining treatments may not be appropriate.
3. Fan the skin until completely dry.



4. Perform one pass of gentle microdermabrasion using a circular motion.

5. With a cotton pad, brush the crystals from the area of treatment.

6. Tone the skin (some choose to wash again and tone the skin at this point). Once again, ask your client, "On a scale of one to ten, ten being extremely irritating, how does your skin feel?" Your client will feel more activity because of the 50 percent increase in penetration mentioned earlier. In order to safely proceed with applying a chemical solution the client should not rate higher than a five or six at this point.

7. Apply one even layer of your selected gentle chemical exfoliation solution.

Note: it is generally only appropriate to apply one layer of solution. If clients are extremely resilient and rate below a four on the scale of one to ten after applying the first layer of peel solution, applying two layers may be appropriate.

8. Fan the skin and continue to ask the client's level of sensitivity on a scale of one to ten, as described in step 2.

9. You may now apply topical vitamin preparations to enhance the benefits of your treatment.

10. Always end your treatment with a cooling cream to balance

the pH of the skin and a broad-spectrum sun protection moisturizer.

Clients are always eager to see results fast, and may pressure a skin care professional to accelerate the process by combining modalities. This is when expertise needs to curb enthusiasm and you as the expert need to explain that combined modality treatments are not for everyone. Through careful consultation and skin analysis, you will be able to determine who the right client is for combined modalities treatment and paired with adequate training in the correct application of combined modalities, you and your client will witness firsthand the dramatic and visibly satisfying results that can be achieved!

Margaret Ancira, founder and president of Physician's Choice of Arizona, is a licensed esthetician and a chemical peel educator. Ancira is a regular featured speaker at medical symposia around the globe. She is the innovator of chemical peel formulations used to treat a variety of skin conditions including acne, eczema, rosacea, hyperpigmentation and sun damage. Physician's Choice professional treatments and PCA SKIN Clinical Care Products are used in select clinical practices in 60 countries.



by Margaret Ancira

Sensitive Skin

GETTING IT RIGHT

GOOD COMMUNICATION between the patient and the skin care professional or doctor is imperative in the fight against any skin condition. If a patient complains of oily, dry, dull or congested skin, the proof is evident because of their skin's appearance. Unfortunately, not all skin characteristics are clearly visible and some words used to describe a skin's "personality" can be subjective and vague. The term "sensitive" is a perfect example. Based on data on file from Unilever Home & Personal Care, 50 percent of all women worldwide consider themselves to have sensitive facial skin. What does this really tell the skin care professional? Is the sensitivity because of cosmetic fragrances and preservatives? Is it triggered by ultraviolet exposure, allergens, pollutants, or is it a hereditary component that puts them at risk? The word sensitive has *many* definitions. In our efforts to effectively treat patients that say their skin is sensitive, it is of the utmost importance to determine the source of sensitivity.

Border patrol

The stratum corneum of human skin acts as our barrier to a world of offenders. Densely packed layers of keratinized epidermal skin cells are built upon each other like a wall, glued together with an intricate ground substance that helps protect the skin against many things including transepidermal water loss (TEWL), bacterial colonization, and the infiltration of damaging substances. Extreme environmental conditions, harsh detergents and chemicals, as well as genetic predisposition can all lead to compromised function of this skin barrier. When asked about sensitive skin, James Leyden, M.D., professor emeritus of dermatology at the University of Pennsylvania stated, "... the primary problem is an abnormal stratum corneum." Reduced or impaired barrier function is responsible for many types of "sensitive" skin reactions including dryness, itching, rashes and epidermal fissures. ❧

An important component of the stratum corneum is the intricate combination of lipids that work to maintain moisture and flexibility, while minimizing the TEWL that can lead to dry skin and sensitivity. This combination of cholesterol, sphingolipids, ceramides and fatty acids must be protected in order to minimize the chances of exacerbating sensitivity. Daily use of highly alkaline soaps is detrimental to pre-



Redheads should be warned. According to new research, the skin cancer risk for redheads is about six times greater than for dark-haired Caucasians.

erving the integrity of this all-important lipid layer. Gentle synthetic detergent (syndet) bars or mild surfactant cleansers should be used instead. Dr. Leyden also demonstrated that when acetone is used on the skin “there is a rapid, four- to 10-fold increase in transepidermal water loss.” This further supports the notion that the use of acetone on the skin prior to chemical peel procedures is unduly irritating to the skin. When performing professional treatments such as chemical peels on those with sensitive skin or on any patient, for that matter,

gentle AHA cleansers and toners containing biocompatible ingredients should be used prior to peel application in place of acetone.

Smelling like a rose?

Many international skin care companies cater to the traditional, womanly desire to wear fragrant aromas. When formulated into a skin care product that is applied to the skin, this can lead to a myriad of skin challenges. Synthetic fragrance agents as well as botanicals and essential oils (if used at high percentages) can be the culprit that causes sensitive skin reactions associated with cosmetic product use. The trend in the American cosmeceutical industry is to move away from the use of perfumes and aromatics in an attempt to minimize possible reactions to new products. Fragrance additives are listed as the top offenders to many medical skin conditions such as rosacea, acne and atopic dermatitis. If fragrances are important to your patients, it is wise to suggest using a stand-alone fragrance applied to the hair and not the skin. If the patient is highly reactive, it is recommended that all fragrances be discontinued.

Melanin: friend or foe?

We typically think of melanin as our natural protection against the daily onslaught of ultraviolet exposure on skin. There are two types of melanin: eumelanin, the brown or black tinted melanin, and pheomelanin, the yellow or red melanin that is more prevalent in blondes and redheads. These pigments protect us because they deposit themselves closer to the surface of our skin in response to cutaneous inflammation, including that from sun exposure. Those with a higher percentage of eumelanin tend to be less subject to developing skin cancer, while those with a higher pheomelanin count are at much greater risk.

New research from Yale University School of Medicine challenges this popular belief with findings that exposure to ultraviolet rays can trigger sensitivity in the skin. Douglas Brash, Ph.D., professor of therapeutic radiology, genetics and dermatology at Yale University School of Medicine and the study’s author, found that the skin cancer risk for blondes was two to three times greater than for dark-haired Caucasians, and that the risk for redheads was about six

continues

times greater than for dark-haired Caucasians. This begs the question of whether our eumelanin is truly what protects us.

All melanin exposed to ultraviolet rays will create superoxides or oxygen-free radicals. This phenomenon has recently been demonstrated in Brash's animal experiments, which studied cell death (apoptosis) triggers and ultraviolet

Recommending products that are free of artificial dyes, fragrances and preservatives is the wisest course to take with patients who suffer from contact allergies.



rays. His study suggests that cell death occurs where melanin is most concentrated after the skin has been exposed to ultraviolet light. With this information and the growing percentages of people who are developing skin cancer, it would seem that the protective benefits possibly lie more with the darker melanin. There is an obvious benefit to the melanin content of the skin, yet the benefits seem to lie more strongly with dark-haired individuals.

Achooo!

The immune system's primary function is to ward off invasions from germs, pollutants and toxins. Besides being the body's largest organ and its first line of defense, our skin also serves as a barometer of what our immune system will tolerate. Sometimes the immune system misreads the presence of a benign, for-

eign substance and sets off a false alarm. Skin allergies are an overzealous reaction by the body's defense system against an "invading" substance. This "invader" is usually harmless, but can still send a person's defense system into overdrive. These triggers, or allergens, cause the production of immunoglobulin E (IgE), an antibody we all carry in small quantities. Allergic persons, however, overproduce IgE. Under normal circumstances, this antibody is important in protecting us from parasites, but not from other allergens. During an allergic reaction, the body's IgE levels skyrocket and coat volatile cells that contain chemicals including histamine. The body releases these histamines into the bloodstream, causing inflammation and reactions such as redness and swelling, burning, stinging, itching or blisters. Most reactions caused by skin products occur on the face, hands, and body. Some of the most common triggers or allergens, are fragrances, artificial dyes and preservatives used in cosmetic products. Some natural ingredients, such as lanolin or botanicals from the ragweed family can also trigger the release of histamines. Certain medications, such as dermatologic drugs, topical and oral, contain photosensitizing agents that can also cause sunburn, blistering, urticaria, rashes or other skin reactions.

Contact dermatitis, eczema, and hives are all types of skin allergies. Although allergies can develop at any age, the risk of developing allergies is genetic. Ask your patients if they have a family history of allergies. If neither parent is allergic, the chance for allergies is about 15 percent. If one parent is allergic, the risk increases to 30 percent, and if both are allergic, the risk jumps to more than 60 percent.

While no permanent cure exists for these sometimes volatile skin reactions, avoiding contact with known allergens is the best way to prevent future attacks. These reactive individuals often struggle to find cosmetic or drug products that do not cause some type of inflammatory response in their skin. Recommending products that are free of artificial dyes, fragrances and preservatives is the wisest course to take with patients who suffer from contact allergies. When in doubt, a small patch test in a sensitive area can serve as a valuable tool in determining how sensitive a patient may be to an ingredient.

continues

The global connection

Hereditary background plays a deciding role in the types of sensitivities one may be subject to. For example, certain skin disorders are more prevalent in people with skin of color than in Caucasians. Some of the most common are melasma and post-inflammatory hyperpigmentation. Identifying and protecting skin of color from these inherent sensitivities is becoming more challenging as our world becomes a more diverse place. Interracial and interethnic marriages have blurred the lines and created a rainbow of skin hues.

While skin classification systems such as Fitzpatrick and Glogau can be helpful in determining a person's level of resiliency based on skin color, if the skin care professional further probes about the person's heritage, the professional could find nuances about a person's genetically based sensitivities that conventional classification systems may not. A growing body of research supports this, and alternative classification systems have been established to delve deeper into a person's ancestry. One such system, the Lancer Ethnicity Scale, takes into account not only a person's ethnic background, but those of their ancestors when determining their healing capacity following cosmetic laser or chemical peel procedures. The knowledge gleaned from these subclassifications could help skin care professionals refine their treatment approach to improve the end result of a chemical peel or laser procedure. Another scale, known as the World Classification of Skin Type, is based on various skin types' photosensitivity and tendency toward post-inflammatory pigmentation. This skin phototype system includes three subclassifications within each of its five categories: European/Caucasian-white; Arabic/Mediterranean/Hispanic-light brown; Asian-yellow; Indian-brown; African-black.

As we have seen, there are many ways in which your patients can identify themselves as sensitive. Once you understand the various causes of sensitivity, that knowledge will help you ask all the right questions and crack this code of confusion. Your reward for the added detective work will allow you to provide the best assessment, treatment approach and outcome for your sensitive-skin patients. n

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men's aesthetic procedures

Understanding Men's Skin

By Margaret Ancira,
President of Physician's Choice of Arizona

A man's face is his calling card and a chronicle of his life. It tells his age and how well he has cared for it during those years. Unlike women, men do not use makeup to mask flaws or less than desirable features. Some may rely on facial hair to soften their appearance, but most male faces go naked out into the world, facing the elements with no buffers between them and the sun, wind, humidity, and pollution. This minimalist approach to skin care may save time in the short run, but it is costing men their lives as the rate of deadly melanoma triples in men over age 50. No matter how busy a lifestyle he leads, no man can afford NOT to take a few extra minutes each day for preventative care. The good news is men can still have great skin with minimal effort.

PHYSIOLOGY OF MEN'S SKIN

The first step in caring for men's

skin is to understand how it functions. While men and women share many similarities regarding skin, there are marked physiological differences which impact the health and the appearance of men's skin. To the naked eye, men's skin looks thicker, sturdier, oilier, and more porous. Their skin also seems to have more color to it because of higher melanin content.

Sexual hormones are the underlying force behind a man's physical features. Androgens are a class of male hormones which control the development and maintenance of masculine characteristics. Testosterone is the primary male sex hormone. It surges during puberty and transforms boys into men. Suddenly their voices drop, facial hair sprouts, sweat glands become more active, and sebaceous glands found in the skin start pumping out higher levels of sebum. These sebaceous glands are more active in

men's skin and make men's skin oilier than women's skin. There is a paradox here in that many men with oily skin are also prone to dryness due to shaving habits.

Men's shaving habits impact more than the health of their skin. It can also help determine their life expectancy. A 20-year study of over 2,000 Welshmen found that the less a man shaved, the higher his risk for stroke, heart attack, and lung cancer. Not only did those men who shaved every day have a longer life expectancy, they were also more likely to be married or have sex more often. Researchers believe that there is a link between beard growth and sex hormones. Those who did not shave every day were found to have lower testosterone levels.

Male hormones also increase collagen production, the framework needed for the cells to grow. This

gives men denser, stronger-looking skin, and makes it less susceptible to wrinkles. Once a man reaches the age of 30, his testosterone production begins to gradually decline, which in turn causes collagen and oil production to slow down. The decrease continues through adulthood until men reach andropause, similar to menopause in women. By the time a man reaches age 70, his collagen levels drop so significantly that skin becomes softer, saggier, drier, and visibly wrinkled from the lack of collagen fibers supporting it.

External influences can also speed up the aging process of skin. Lifestyle choices such as smoking, drinking, and poor eating habits deprive skin of needed oxygen and nutrients, and

By the time a man reaches age 70, his collagen levels drop so significantly that skin becomes softer, saggier, drier, and visibly wrinkled from the lack of collagen fibers supporting it.

leave it looking dull and lifeless. Skin stretched from yo-yo dieting may not snap back to its original shape. The

environment takes the most visible toll on men's skin. Too much sun, and not enough protection, accelerates the aging process and the breakdown of skin's integrity. Prolonged exposure leads to hyperpigmentation, wrinkles, and worst of all, an increased risk of skin cancer.

SKIN UNDER ATTACK

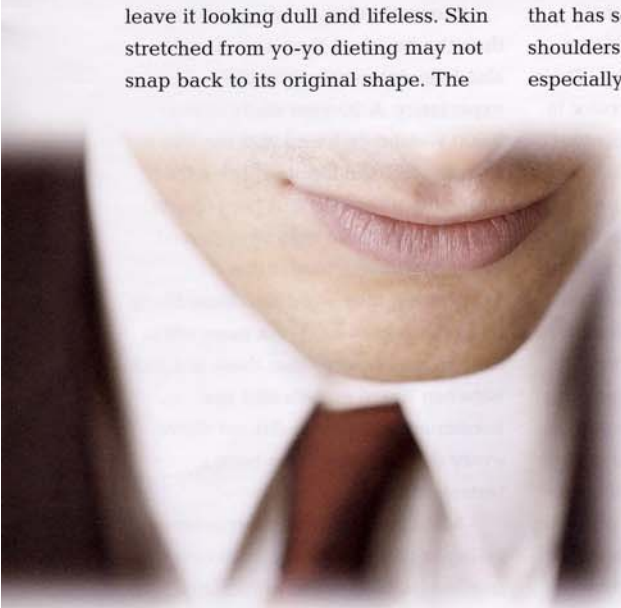
The physiology of men's skin makes it susceptible to certain skin ailments. One of the most common is *acne*. Because male skin produces more oil and sweat, it is more prone to acne

than female skin. Male acne is not limited to the face. *P. acnes bacteria* can trigger eruptions anywhere on the body

that has sebaceous glands – chest, shoulders, and back. Male athletes, especially football players, are also susceptible to a condition called *acne mechanica*. It affects areas of skin where heavy padding or clothing continually rubs on skin which is exposed to heat, dust, and sweat. As men age, acne breakouts taper off because of the gradual decline of sebum production.

Rosacea, a chronic condition which causes redness around the cheeks, chin, nose, and

forehead, is sometimes mistaken for acne. They are two distinctly different conditions. Acne occurs when pores become plugged, resulting in blackheads and pimples. Rosacea seems to be linked to the vascular network of the central facial skin and causes redness, bumps, pimples, and other symptoms which rarely go beyond the face. The presence of broken or congested capillaries is also often seen in rosacea sufferers. Men's noses seem to be especially vulnerable to rosacea. Remember W.C. Fields' famous red, bulbous nose? It is now believed that rosacea was responsible for his appearance. It is estimated that 1 in 20 men over age 40 will develop rosacea, especially those of Scottish, Irish, English, Scandinavian, Welsh, or



eastern European descent. Rosacea cannot be cured, but its symptoms can be controlled and in some cases eliminated.

Psoriasis is a genetic, autoimmune disease which affects skin. Once the disease is triggered, the skin cells pile up on the surface of the body faster than normal. Normal skin cells mature and are shed about every 28 days. When psoriasis is present, skin cells rise to the surface of the skin in three to six days. The body cannot shed the skin cells fast enough, resulting in dry, itchy patches of lesions on the surface of the skin. The average onset for men is 22 years of age. Topical and systemic treatments provide only temporary relief. Psoriasis is incurable and is often associated with other health issues including arthritis.

Facial hair can also be the source of problems for men's skin.

Pseudofolliculitis barbae, or razor bumps, are commonly found in the face and neck area. Men of African American descent or with curly hair are most susceptible. It is brought on

by shaving. As the razor pulls across the face, hair left behind springs back and grows into the skin instead of out. The skin becomes red and irritated, and inflamed red bumps mark the razor's path. These bumps can become infected and cause scarring and hyperpigmentation if left untreated.

Facial hair can harbor another "skinvader." Red, itchy flakes around the eyebrows, nose, and beard signal a case of *Seborrheic dermatitis*, or facial dandruff. It is believed to be caused by overactive skin yeast called *pityrosporum*. *Seborrheic dermatitis* is most prevalent in younger males, especially those with oily skin. There is an inherited component and other features in common with psoriasis. Specially formulated cleansers and topicals can bring the yeast under control and prevent future outbreaks.

None of these skin conditions is as life threatening as *melanoma*, the deadliest form of skin cancer. According to the American Academy

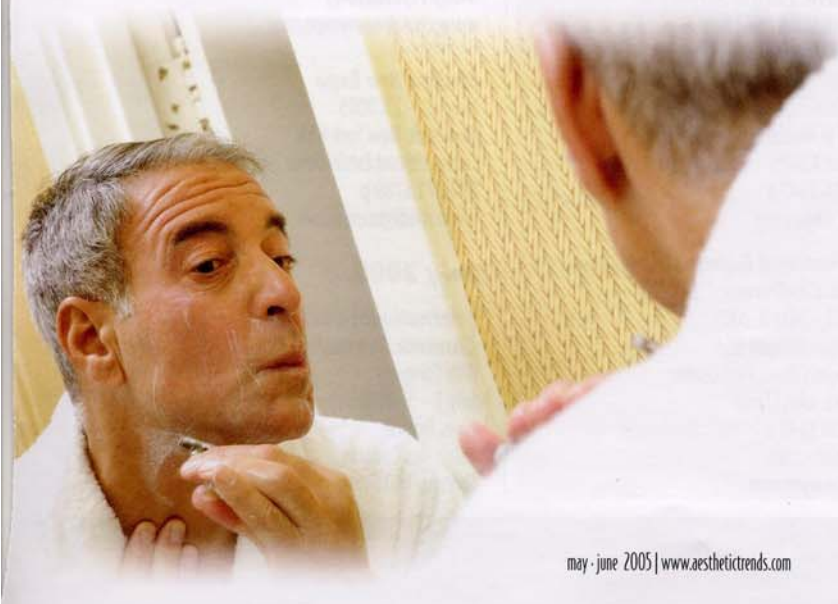
of Dermatology, melanoma is THREE times more common in men over age 50 than in all other groups. Researchers believe part of the problem is that men spend more time in the sun playing sports and working, rarely use sunscreen or apply it incorrectly, and do not take the time to examine their skin for suspicious moles or spots. Melanoma does have a 95% cure rate if detected in the early stages. Monthly self-exams and annual physician screenings save lives and must be incorporated into a man's personal maintenance schedule.

According to the American Academy of Dermatology, melanoma is THREE times more common in men over age 50 than in all other groups.

A FITNESS PROGRAM FOR SKIN

Mention skin care and most men will say their busy lives do not allow for time to fuss with their faces. A different approach is needed. From preventative care to repair, men's skin does need attention to look its best and stay healthy. Multi-purpose products will streamline a man's daily regimen while delivering results for myriad skin challenges. A simple two-step skin care regimen incorporated into a man's daily shaving routine is manageable for even the most on-the-go man.

For starters, men need to stop washing their faces with regular soap. Deodorant bars are meant for the torso, legs and underarms, not for sensitive facial skin. These harsh soaps are drying to skin and consequently create an overproduction of oil, which can lead to blackheads and breakouts.



spotlight
**Physician's Choice
of Arizona, Inc.**

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**SKIN CARE FORMULATED
EXCLUSIVELY FOR MEN**

The complexities of men's skin require different care than women's skin. Physician's Choice of Arizona, Inc., a leader in skin care science, introduces PCA® MEN, a new system formulated exclusively for the special needs of men's skin. Men's skin is denser than women's due to higher collagen content and oilier because of more active sebaceous glands. It has a tendency to perspire more heavily, yet it is also more prone to dehydration, redness and irritation caused by shaving.

The multi-purpose formulations of both Total Wash Face and Body Cleanser and Total Defense Calming Hydrator SPF 25 deliver multiple benefits with minimal effort. The two-step process is fast and easy; making it a good fit into any man's daily grooming routine. The PCA® MEN system is the latest in skin care science formulated by Physician's Choice of Arizona, Inc. The advanced topicals serve as treatment catalysts for acne, eczema, hyperpigmentation, psoriasis, rosacea, and sun damage. Physician's Choice, Professional Products, PCA SKIN, Clinical Care Products and PCA, MEN skin care products are available through select clinical practices in 60 countries.

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Facial cleansers should be formulated to penetrate surface oils and perspiration for deep cleansing without drying. They should also encourage cell turnover to discourage acne breakouts. Ingredients such as aloe vera and azulene extracts soothe skin irritated from shaving, while ingredients such as lactic acid, cinnamon, and tea tree oil can help keep breakouts under control.

Men's skin ages better than women's skin because men exfoliate every day when shaving. The act of shaving also helps keep facial muscles toned as they move the mouth and chin around to accommodate the razor's path. To minimize irritation and the appearance of razor bumps following shaving, men must avoid alcohol-based aftershaves and lotions. Not only is it drying, alcohol can sensitize skin and trigger rashes. Post-shave balms or lotions should include skin-friendly ingredients such as vitamin E and squalane which hydrate skin and promote healing. Properly hydrated skin will keep follicles less susceptible to painful ingrown hairs. Men's oil rich skin can also benefit from post-shave formulas with licorice extract, a gentle sebum regulator and anti-inflammatory ingredient. And last, but not least, look for a product which also includes a broad spectrum sunscreen with an SPF of at least 15.

While more men are joining women in seeking out professional skin treatments and cosmetic surgery, they are targeting issues which are uniquely male. Many of the treatments being offered focus on rejuvenating sun damaged skin and reducing the discomfort and appearance of razor bumps and shaving irritation. The best

way to maintain skin's health is to give it a regular tune-up. Medical spas and skincare clinics offer several lunchtime treatments which can add essential nutrients, unplug pores, and restore vitality to stressed skin. These treatments include enzyme masks, lactic and salicylic acid-based peels, and oxygenating facials to improve circulation and infuse skin with reparative antioxidants.

Men are visual creatures so whenever possible, track their progress by photographing their faces before, during, and after a course of professional treatments. These images serve as effective teaching tools which illustrate the skin maintenance process and also provide the incentive to continue on a path of skin wellness when they see visible results documented in a photo diary. Once men witness how a few minutes of care each day will reward them with a lifetime of healthy and vibrant skin, they will welcome the results and the means to achieve them. **PAI**



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advancements



in the treatment of aging skin

| by Margaret Ancira

UNDERSTANDING AGING SKIN

Remember the days when most skin care product ads on TV and in magazines featured an acne-riddled teen in search of clear skin? Times are changing. The ever-expanding baby boomer population has redirected the skin care industry's focus towards anti-aging solutions. The boomers' desire to look younger for personal or professional reasons and the means to pay for it has generated unprecedented research and development efforts for anti-aging technology. Today, more new product launches target the needs of aging skin than any other skin condition.

As a result of this surge, our country is filled with consumers overwhelmed by anti-aging products and treatment options. According to a survey by the American Academy of Dermatology, nine out of ten women are confused by the choices in over-the-counter skin care products and professional treatments. In another study by the National Consumers League, the vast majority of more than 1,300 men and women polled question the accuracy of ads for over-the-counter and prescription anti-aging products. Only half of those using over-the-counter anti-aging products were satisfied with the results, while another 15 percent said they experienced negative side effects including redness, irritation or an allergic reaction. The

one promising note to emerge from this study is that consumers considered their physicians to be the most trusted source of information regarding anti-aging options.

This is our golden opportunity as skin care professionals to help clear up the confusion. By helping patients understand the aging process better, we can also assist them in making wiser choices in their quest to recapture a more youthful appearance.

NATURE VS. NUTURE

The number one driving force behind the aging process is genetics. All cells have growth factor receptors on their surface into which a specific factor fits. It is similar to a lock and a key. When the growth factor binds to the growth factor receptor, it stimulates cell division. Growth factors play an enormous role in the health and function of our bodies. Epidermal growth factors (EGF) work specifically to stimulate tissue growth and epithelial cell proliferation.

As skin ages, the communication between the various layers of skin is hindered because of a critical decrease in the number of growth factors receptors. The skin relies on EGF as the single most important substance for the development and maintenance of both the epidermis and the dermis. Each person's biological timetable for this gradual breakdown of our skin cells is based on his or her DNA, and is out of our control.

The speed at which these cells age and deteriorate is brought on by the environmental exposure and lifestyle habits. UV exposure from the sun or from tanning beds is without a doubt the biggest culprit in premature aging. Numerous studies have repeatedly demonstrated that

of DNA, causing cellular stress and a breakdown of collagen and elastin, and greatly increase the risk of skin cancer. The

BY HELPING PATIENTS UNDERSTAND THE AGING PROCESS BETTER, WE CAN ALSO ASSIST THEM IN MAKING WISER CHOICES IN THEIR QUEST TO RECAPTURE A MORE YOUTHFUL APPEARANCE.

effects are so damaging that the U.S. Department of Health and Human Services has added ultraviolet (UV) radiation to its latest list of 228 identified cancer-causing substances. The list, which is updated annually by the National Institute of Environmental Health Sciences (NIEHS), cites "broad spectrum ultraviolet radiation produced by the sun and artificial light sources" as a known carcinogen.

Wind, pollution, extreme temperatures along with smoking,

poor diet, lack of exercise and a lax skin care regimen also contribute to how quickly our skin begins to show its age. The effects are impossible to hide. As our largest organ, the skin is the fortress that protects us from the world outside. But even fortresses lose their ability to protect if not properly maintained. The good news is that unlike genetic aging, environmental aging IS a force that can be controlled and offset through a consistent and active skin care regimen.

TOPICAL SOLUTIONS

According to the American Society for Aesthetic Plastic Surgery (ASAPS), nearly 8.3 Americans underwent surgical and non-surgical cosmetic procedures in 2003. Only 22 percent of those procedures were surgical, with non-surgical



THE GOOD NEWS IS THAT UNLIKE GENETIC AGING, ENVIRONMENTAL AGING IS A FORCE THAT CAN BE CONTROLLED AND OFFSET THROUGH A CONSISTENT AND ACTIVE SKIN CARE REGIMEN.

prolonged exposure to UV radiation leads to a degradation

procedures accounting for 78 percent of the total.