

## Invest In Your Skin

### Why Choose Quality Skin Care Products?

Greg Hagin

Over-the-counter (OTC) skin care products are generally less expensive and sometimes more convenient to purchase than professional products available from your esthetician. But it's important to be a savvy consumer in this choice. After all, paying a cheaper price for something that doesn't produce the results you want--and then doing it again and again in an attempt to find a cheap product that does work--ultimately does not save you money or time. Cheaper products are generally of lesser value and not as effective as their professional counterparts. An investment in quality skin care products, combined with customized services, can help you achieve your skin care goals and the complexion you desire.

giving your esthetician the background and context of life in your skin, literally, the two of you will together create a foundation for moving forward with treatments.

### Rely on Expertise

Because labeling in the United States is subject only to Food and Drug Administration regulation, labels can be misleading, as well as hard to interpret. Your skin care professional knows how to read a label and can explain the benefits, drawbacks, and purpose of the ingredients listed on the label. Because of her/his training and expertise, your esthetician is vastly more knowledgeable than a clerk selling cosmetics in a retail



Professional skin care products are of higher quality and value than over-the-counter cosmetics.

### Establish a History

When receiving a service from your esthetician, be sure to explain the details of your skin history. Your esthetician will be better able to provide you with the proper products and services if she knows the following: What are your skin care goals? What percentage of time do you spend indoors versus outdoors? What is your diet like? Water intake? By

store. Consequently, you can trust that the information you're receiving is valid, that your esthetician can recognize effective ingredients versus fillers, and that the professional products you are considering have been well developed and researched.

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#### Office Hours and Contact

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## Customized Service

Contrary to what OTC brands would lead consumers to believe, our skin and bodies are unique. OTC products rely on the trial-and-error, one-size-fits-all approach. On the other hand, your esthetician is in the business of providing personalized skin care solutions. The use of professional diagnostic tools like skin scanners, woods lamps, and imaging devices can help specifically identify your skin type, aiding in the development of a plan to achieve your desired result. It is a huge advantage to work directly with your esthetician to assess the situation, document it, develop a treatment plan, and track effectiveness. Complementing professional products with specified services will produce the ultimate result.

## Convenience?

It may be convenient to buy skin care products at the drugstore, where one also can pick up other personal care goods and some motor oil. Heck, while you're at it, you can also buy a case of soda and some dog food. But buying decisions shouldn't always be based on convenience. Just because there is a garage nearby, doesn't mean you automatically take our car there. You want to be sure you trust the mechanic and that he is experienced with the kind of car you drive. Another example: if you have a special occasion, you might prefer to choose from the wine selection at a specialty store instead of a drugstore. And many people drive long distances to get their hair done by someone they trust and with whom they have built a relationship.

This heightened interest in finding just the right professional applies to skin care as well. And when you're talking about something as important as your face, professional expertise far outweighs convenience. Your esthetician will help you establish a proper skin care regimen and continually assess the changing needs of your complexion, ensuring you're getting the right products and services at the right time.

## Price and Value

Mass-market strategists spend millions on advertising under the assumption they will make it back on sales volume. To maximize profits, producers cut back on production costs, often resulting in

cheaper, less effective ingredients and no cutting-edge research and development. You may be paying for the label and not what's inside the bottle.

Furthermore, while professional skin care products do carry a higher price than OTC products, professional lines are more valuable. Here's why: The brand lines your esthetician has available are often more concentrated than OTC products; although they may seem more expensive, in the long run, the price difference between the two is not as great as it appears. Professional skin care products are more exclusive because in almost every case, they are better: they have been well researched, they contain higher quality ingredients, and they are ultimately more effective. Choosing professional products will help you achieve your skin care goals more quickly and effectively.

## The Bottom Line

The return on your investment in professional skin care products is much greater than with OTC lines. Generally, professional products are more effective, are made of higher quality ingredients, and have been well developed and researched.

In addition, because your esthetician knows you, and because she/he has expertise in product ingredients--and your skin specifically--you can be confident that you're getting a customized treatment plan designed to achieve your skin care goals.

Investing in quality skin care cosmetics will quickly pay off, helping you achieve the complexion you desire. Professional products and services are worth it, because you're worth it.



Work with your esthetician to choose the skin care regimen tailored specifically for you.

# Elimination Effect

## Clear Skin Depends on Internal Wellness

Shelley Burns, N.D.

Do you often wonder why a skin blemish has not resolved or why acne outbreaks continue in spite of countless therapies? If so, you may need to dig a bit deeper and look inside--inside your body, that is. Good digestive health and the health of your colon can mean healthy skin.

### THE QUESTION IS, HOW?

Both the colon and skin are responsible for absorbing and releasing chemicals, water, and other metabolic products. The colon is the largest internal organ in the body. Its function is specifically to absorb food, nutrients, and water.

One function of skin is to help the body breathe. It inhales and exhales similar to how the lungs work. Inhalation and exhalation by the skin allows it to open pores and perspire. So, sweating is a good thing.

When the colon is unable to get rid of waste produced from food, the colon becomes constipated and toxic. The skin also becomes toxic in trying to perform the elimination function, and often

results in skin eruptions in the form of acne, eczema, and psoriasis.

### PREVENTION

You can avoid some of this trouble with these tips:

- Consider removing certain foods from your diet--especially dairy. An allergy to milk and other dairy products can cause severe acne.
- Drink at least 64-80 ounces of water every day, as it lubricates the colon and helps with regularity.
- Refrain from dehydrating beverages like alcohol, coffee, and soda, as they can cause constipation.
- Strive for a daily bowel movement--try 1-3 teaspoons of ground flax seeds added to your breakfast.

Beautiful skin starts from the inside out. Adopting these practices will not only improve colon and skin health, but will promote your overall health as well.



Water intake can clarify skin.

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# The Sunshine Vitamin

Shelley Burns

In the world of skin health, we focus on ways to improve skin quality. We work to prevent acne, cellular damage, dryness, and wrinkles. It is less common to discuss how a skin-care strategy may increase risk of developing other health conditions.

Skin cancer is one example. To prevent skin cancer, we protect ourselves with sunscreen--especially during the summer months. But by using sunscreen we are blocking the absorption of vitamin D, the "sunshine" vitamin.

Vitamin D is fat soluble and contains powerful antioxidant and anticarcinogenic properties that can prevent premature aging and cellular damage. Solid research indicates that

vitamin D plays a role in reducing the risk of cancer, specifically breast, colon, and prostate cancers. Vitamin D has been associated with preventing diabetes by reducing insulin sensitivity. It also improves heart health, reduces the risk of multiple sclerosis, strengthens bones, and decreases the effects of seasonal affective disorder.

Vitamin D can help resolve skin conditions like psoriasis, as it plays a role in skin cell regulation, including cell turnover and growth. Vitamin D can be effective in reducing the itching and flaking associated with this disorder. Ultraviolet B (UVB) treatments have long been used successfully in treating psoriasis because UVB produces vitamin D in the body.

Getting between 5-10 minutes of direct sun exposure daily on the arms, face, hands, and back (without sunscreen) can provide enough vitamin D to meet your daily requirements, though sun exposure does present a risk. Because it is difficult to obtain enough vitamin D through food, many prefer to use supplements. Research on the health benefits of ingesting vitamin D led experts to advise an intake of 25-50 micrograms daily.

*Shelley Burns is a doctor of naturopathic medicine and completed studies at the Canadian College of Naturopathic Medicine. She has certification in complementary and integrative medicine from Harvard University.*

WEDDING SEASON IS HERE!

IF YOU OR SOMEONE YOU KNOW IS GETTING MARRIED THIS YEAR, BE SURE TO HAVE THEM CONTACT US REGARDING EYELASH EXTENSIONS, FACIALS AND WAXING JUST FOR THE BRIDE. WE OFFER SEVERAL PACKAGED OPTIONS AND WE CAN CUSTOMIZE ANY OF THEM FOR YOUR UNIQUE NEEDS. SOME RESTRICTIONS APPLY.

WE MOVED!

WE HAVE MOVED TO A NEW LOCATION THAT IS MORE CONVENIENT, SPACIOUS PARKING AND EASY ACCESS FROM S. MOPAC. OUR LOCATION IS AT THE NEWLY EXPANDED GRAPEVINE SALON SOUTH LOCATED IN THE MONTERREY OAKS BUSINESS PARK JUST SOUTH OF TARGET ON THE ACCESS ROAD AND BEFORE WILLIAM CANNON. SCHEDULE AN APPOINTMENT TODAY.

VISIT [WWW.BEAUTILASH.COM](http://WWW.BEAUTILASH.COM) FOR ALL THE DETAILS OR CALL US FOR MORE DETAILS AND AN APPOINTMENT AT 512.200.6943.

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