

Home Care for Your Skin

An Excellent Investment

In today's rapidly growing beauty world, an estimated 40,000-plus cosmetic and skin care products in the United States are competing for your attention and dollars. You can buy most of these from your local department store, drugstore, or on the Internet. The choices are truly overwhelming. Here's the good news: You don't have to sort out all of this information to find the best products for your skin. Your skin care professional can offer you customized suggestions of home care products that are superior to over-the-counter products and that are designed for the unique and evolving needs of your skin, health, and lifestyle.

passage of an exam to gain an esthetics license. (Connecticut does not license skin care professionals.) Nearly three-quarters of estheticians in the United States have received 600 or more hours of training.

Analysis is Key

A major advantage to getting professional advice is that your visit includes a thorough skin analysis before treatment. As well as closely studying your skin, often using special analytic equipment, your esthetician will take a detailed health history from you, asking about skin conditions you have or had, any medications you are taking, and allergies you have. All of this is factored

*Tension is who
you think you
should be.*

*Relaxation is
who you are.*

-Chinese Proverb



An esthetician will work with you to determine which products best suit your individual needs.

Every dollar you invest in skin care treatments with your esthetician works harder for you when you support it with the highly specialized professional products he or she offers. Your esthetician is a skilled professional with significant knowledge that helps determine what's best for your skin. Forty-nine of 50 states require hundreds of hours of training and

into your treatment. None of this is available when you buy something from a clerk in a retail setting who may be unskilled and disinterested, or when you order from a completely impersonal website. When it comes to your skin, one size truly does not fit all.

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Because professional products are available to you from a licensed esthetician, the law allows higher concentrations of active ingredients in these products. This means you are getting more effective formulations that will likely result in better and faster results. This makes your investment in products and your home care regimen all the more valuable.

The proper home care regimen enhances and maintains the results from your treatments and prepares your skin for further care. It will greatly increase the effectiveness of certain procedures only a professional can provide, such as chemical exfoliation and microdermabrasion. With an esthetician's care, you have the opportunity to ask questions and express any concerns you might have about your skin. Your routine and products could very well change over time, and only expert care can determine this. (Common causes for reevaluation include the change of seasons or a move to a different climate; changes in your health; and hormonal changes.)

The Labeling Game

If you look at labels on over-the-counter skin care products, you'll soon realize that it is impossible to understand ingredients without special knowledge. While many products are subject to U.S. Food and Drug Administration (FDA) regulation, the main purpose of this regulation is to ensure minimal safety standards, not to validate product claims or promises. While they may have ingredients that are generally useful for various skin problems, it's unlikely they'll have active ingredients that are concentrated enough to make these products effective. It truly is buyer beware when it comes to sorting through product claims and promises. There is little to no accountability for these manufacturers.

To capture your business, manufacturers spend vast sums of money on marketing and advertising to distinguish each given product from the other 39,999 offerings vying for your purchasing loyalty. They are counting on huge numbers of "tryers and buyers" to offset their marketing investment,

rather than directly targeting just those consumers who might be a good fit for their products. The cost of this advertising and marketing is built into the cost of the products and, as one observer points out, the packaging may actually cost more to produce than the product itself. Why rely on the trial-and-error, one-size-fits-all approach? Just as you wouldn't wear someone else's eyeglasses, you shouldn't use someone else's skin care regimen.

On the other hand, your skin care professional is interested in a long-term relationship with you that is based in trust and that depends on your continued satisfaction over time. He or she invested substantially in esthetician training and most likely entered the field with a career in mind rather than just a job.

Think Value

While professional skin care products and services may seem more expensive at first, they offer a better value for a few reasons. You will likely need less product per application since the active ingredients are more concentrated. You

will achieve better results and gain more from your esthetician visits if you maintain the correct home care regimen. And, you'll have the confidence in knowing your products have been chosen specifically for your skin, health, and lifestyle by someone with skill and knowledge.

Your skin care treatments should be provided by a properly trained professional. Don't hesitate to ask your skin care therapist about his or her background, training, and experience--especially as it relates to the treatment you are considering. As a member of Associated Skin Care Professionals (ASCP), your skin care professional has comprehensive details on changing trends and treatments at his or her fingertips, so you'll be receiving the most current information and care.



Investing in professional grade products will help you better achieve your skin care goals.

A Peek Into Peels

Chemical peels have become increasingly popular over the past few years. Once a strictly medical procedure, peels entered the beauty industry in the 1980s as a way to rejuvenate aging skin, smooth lines, even out skin tone, fade dark spots, minimize enlarged pores, improve acne, and generally promote healthier skin.

Technically speaking, the peels offered in spas and salons across the country aren't really peels, but are a kind of resurfacing that many refer to as chemical exfoliation. Deeper peels are considered medical procedures because of how deeply they penetrate skin and are done by medical care providers. These peels use much more potent chemicals and are substantially more expensive, costing several hundred dollars.

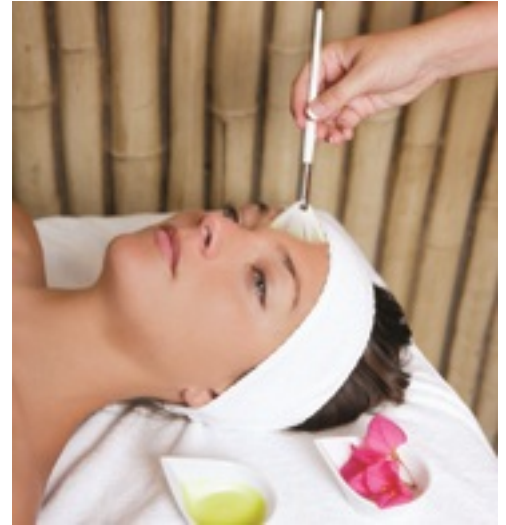
Chemical exfoliation, a treatment you can receive from your esthetician, involves applying one or more acids to

facial skin to remove the outermost layer. In general, chemical exfoliation involves the use of alpha hydroxy acids, which are naturally found in foods. The most common are glycolic acid that is derived from sugar cane, and lactic acid from sour milk. These acids have a long track record of treating dry skin and hyperpigmentation, and of reversing the effects of aging. Another frequently used substance is salicylic acid. Derived from the bark of the willow tree, it is an oil-grabber that helps unclog pores.

After a chemical exfoliation, you must take good care of your skin or risk developing dark patches. Skin will be especially sensitive to sunburn for about a week after the peel, so sunscreen is a must, even on cloudy days. Other potential side effects include flaking or scabbing.

Not everyone is a good candidate for chemical exfoliation. Dark-skinned and olive-toned individuals are at greater

risk for scarring. Some medications and medical conditions, like pregnancy or autoimmune disorders, may preclude you from this treatment.



Chemical peels help to promote healthier skin.

Long Live Cells with Vitamin E

Antiaging Inside and Out

A good skin care regimen is comprised of an antioxidant-rich diet and vitamin/mineral supplementation that includes vitamin E -- an essential key to a healthy complexion. Vitamin E is unique in that it's not one vitamin, but a family of eight fat-soluble antioxidants, including four types of tocopherols and four types of tocotrienols -- alpha, beta, gamma, and delta. Alpha-tocopherol is the most common and most potent form of vitamin E.

This important nutrient works to prevent aging by prolonging the useful life of cells in the body. By protecting and strengthening the cell membrane, vitamin E wards off free radical attacks caused by sun exposure and also helps combat disease. This protection is further intensified when combined with

vitamin C. Vitamin E also helps in the formation of red blood cells, protecting them from destructive toxins and cell damage, which also helps prevent skin cancer.

Vitamin E-rich foods include wheat germ; almonds, peanuts, and walnuts; safflower, corn, and soybean oils; and green leafy vegetables. For supplementation, the recommended daily intake of vitamin E is 400 IU. Be aware that high doses of vitamin E (1,200 IU daily or more) can be toxic and cause oxidative damage.

It is imperative that when taking the supplement orally, it is in the natural form, designated with a "d," and not synthetic, designated as "dl." Mixed

tocopherols--meaning a combination of alpha, beta, gamma, and delta--are easily absorbed and a good choice, especially in skin care products.

Topical creams and oils containing vitamin E promote healing, protect cells from free-radical damage, and reduce itchiness--very helpful in treating conditions such as sunburn and eczema.

In addition to contributing to healthy skin, vitamin E has many other beneficial properties, including slowing the progression of Alzheimer's disease, decreasing oxidative stress associated with asthma, alleviating arthritic conditions, decreasing PMS symptoms, and reducing the risk of heart disease.

*Joy is the best
makeup.*

-Anne Lamott

Hello from Beutilash. First of all, thank you for being a valued client. I hope each and every one of you find the articles and information in this newsletter helpful and insightful. I would love your feedback and any suggestions you would like to see if future Newsletters.

Also, be sure to visit my website at WWW.BEAUTILASH.COM to see new service offerings such as Mink Lashes (NEW from Xtreme Lashes) and Dermal Rolling-Percutaneous Collagen Induction Therapy.

If you haven't heard of Derm Rolling yet, be sure to go to WWW.BEAUTILASH.COM/CONTENT/FACIALS to see more about this skin anti-aging procedure and the benefits it provides.

As always, if you have any questions feel free to contact me with your questions at info@beutilash.com or at 512-200-6943.

As always, I appreciate your business and hope you find this information educational and helpful.

Here's to a great October!

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