

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

"Accept responsibility for your life. It is you who will get you where you want to go."

- Les Brown

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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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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.

Benefits of Peptides

Janet McCormick

Peptides are strings of amino acids, held together by nitrogen and carbon bonds. Under the microscope, they have a similar appearance to a string of pearls. Peptides have been around since the birth of tissue, and scientists recognize them as the building blocks of life. In the skin, peptides occur naturally to keep the skin firm. In skin care products, lab-created peptides work from the inside out to address a host of facial issues, especially wrinkles.

The pivotal benefit of peptides in skin care is their ability to penetrate the skin. This is a result of their size at a molecular level. Peptides consist of up to 100 amino acids strung together, so they are actually mini-proteins: chains of 100-200 amino acids are called polypeptides, and chains of more than 200 are simply called proteins.

Long-chain proteins, such as collagen, can only be applied to the surface of the skin, because their molecular size makes it impossible for them to go deeper. The

best they can do is to act as a temporary moisture barrier to promote hydration and softness. But when these long-chain proteins are broken into shorter chains (peptides), skin penetration becomes possible.

Peptides are non-invasive ingredients that have been proven to produce results, so they are great options for incorporating into a skin care regimen. Know, however, that peptides are not quick and magic potions. Their one drawback is that they take time because they build from within the skin, not from peeling the outer surface. The positives of this approach: stronger skin, less or no irritation, and no free-radical stimulation.

Janet McCormick is a spa consultant with considerable experience in skin care, nails, and spa management. She holds a master's degree in allied health management, as well as a Comite International D'Esthetique et de Cosmetologie (CIDESCO) diploma.



Ask a skin care professional about products for you.

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.

"Success is having the discipline to do what you know you should do, even when you don't feel like doing it."

-Unknown

EVEN WITH THE WEATHER STILL IN THE 100's, FALL IS APPROACHING AND WITH THAT YOU WILL NEED TO UPDATE YOUR SKINCARE REGIMEN. TO HELP YOU GET A JUMP START ON YOUR SKINCARE, BOOK A FACIAL WITH DANA IN SEPTEMBER AND TAKE ADVANTAGE OF \$20 OFF (ANY FACIAL) AND GET YOUR SKINCARE ROUTINE UPDATED FOR DRIER, COOLER WEATHER! CALL NOW AND BOOK AS THIS OFFER IS LIMITED TO AVAILABILITY.

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