Skin Care Basic Products

Inside Outside “Showing The Way” Series

Back to the Basics!

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http://www.insideoutsidespa.com
Does all the Confusion and Choices about Skin Care make you want to:

**Scream!!**

Edward Munch: *The Scream*

In Case You’ve Been Wandering!!

Let Inside Outside “Show the Way!!”
The Skin Anatomy: Epidermis

The outermost layer

The skin we see every day

Densely packed skin cells

Serves as a barrier against environmental stresses.

Protects against Dehydration

Continuously being replenished from deeper layers as they flake off.

This cycle of replacement is critical to the healthy appearance of the skin.

Stratum Corneum

Takes 30 Days for cell to start at bottom and work to the top.

.2 to 1mm Thick on Face

Palms & Soles Epidermis

1.5-2.0 mm Thick

© 1996 Jason R. Swanson
The Skin Anatomy: Dermis

Supplies critical nutrients and moisture to the epidermis.

Composed of a complex network of collagen and elastin fibers that form a strong support structure responsible for skin's shape, strength, and flexibility.

Collagen & Elastin

Hair Follicles

Sweat Glands

70% Collagen

Collagen holds 60x Wt in Water

Hyaluronic Acid 1000x Wt in Water

For Long Term Skin Care
Think Collagen!!

Loss of Collagen
Hyaluronic Acid

Fine Lines/Rough Dry Texture/Poor Skin Tone/Wrinkles
The Face Pyramid of Strategies for Skin Rejuvenation

- The Basics
  - Cleanse, Sun Protection, Healthy Diet, Sleep, Omega 3, Protein, Water, Moisturizing, No Smoke!
- Daily Exfoliation
  - Clarisonic Skin Care Brush with Aggressive Cleanser, AHA + Microbeads
- Specialty Products
  - AntiOxidants, Growth Factors, Vitamin A (Retinols & Retinoids), Bleaching Agents, Hydrators
- Injectables
  - Botox, Dermal Fillers, Artefill, Restylane, Juvederm
- Minimally Invasive
  - Microdermabrasion, Dermaroller, VJ Peel, Intense Pulsed Light, Fractionated lasers
- Invasive
  - Deep Peels, Ablative CO2 Lasers
- Nutrition
- Exercise
- Stress Control
Skin Care Basics

Most People have the 4 Basics Covered!

Most People have found

#1 Cleanser
#2 Moisturizer
#3 Sun Protection

#4 Bet You Won’t Guess?

Good, Better, Best
First, Second, Third

And #5 for Women, a Make Up they Like!!!
Most People have found a **Cleanser** they like from us, Avon, Amway, Mary Kay, hopefully not Irish Spring Soap!

**My Favorite!** Green Mountain Foaming Cleanser

**#1 Cleanser**

**LHA Gel Acne**

**Aggressive Cleanser**

Irish Spring Soap

Gentle
Skin Care Basics
Most People have the 4 Basics Covered!

Most People have found
Something they call their “Moisturizer”
This is usually something that has “Oils” or Petroleum Jelly

#2 Moisturizer
Emollience
Renew Overnight Dry

Sesame Seed Oil
Grape Seed Oil
Rose Hip Oil
Macadamia Oil
Aloe
Chamomile
Evening Primrose Oil

Petroleum Jelly Based Products!

Moisturizers work by creating a “barrier” against evaporative loss. That is what the “oil” in your skin is for. As we age we make less oil in our skin. Also called “Occlusives”
Moisturizers....Create Barrier
Moisturizers....Create Barrier

THE HEALING POWER OF Vaseline.

Vaseline
100% pure petroleum jelly
original

Vaseline
Protects Nips, Cuts & Burns

Aquaphor
HEALING OINTMENT

Eucerin
Original Healing
SOOTHING REPAIR CREME

Active ingredient: Petrolatum (41%)
Purpose: Skin protectant (ointment)
Inactive Ingredients:
Mineral Oil, Ceresin, Lanolin Alcohol, Panthenol, Glycerin, Bisabolol

NIVEA
Soft

Jergens
Original Scent

Amara Beauty
Squalane Oil

Neutrogena

SkinCeuticals
TRIPLE LIPID RESTORE 2:4:2
ANTAKING-LIPID REPLENISHMENT TREATMENT

$3 to $5

$110

48 ml / 1.6 fl oz
Moisturizers....Create Barrier
Moisturizers...Create Natural Barrier
Systemic Inflammation due to Skin Barrier Loss as we Age!

In Shower Moisturizers...
Create Barrier for the Body

$59

Skin Care Basics
Most People have the 4 Basics Covered!

#3 Sun Protection
Most People have found
Some form of Sun Protection, May be in Make Up and if they know they are going to be in the Sun, they go to Eckerd's and get a Coppertone 50SPF for the event!

4 Chemicals!
Avobenzone 3%, Homosalate (13%), Octisalate (5%), Octocrylene (5%)

These are your Classic Sunscreens and Sunblocks. Most will have some “Chemical” for the UVB and Zinc or Titanium for the UVA and UVB.
Skin Care Basics
Most People have the 4 Basics Covered!

#3 Sun Protection

Sunscreens with SPFs from 55-100+ might tempt you to stay out longer in the sun, but they block just 1-2% more sunburn rays than an SPF 30 sunscreen.

22.5% Zinc Oxide

Most of the 0-2 Score Products were Zinc, Titanium or Both. No Chemicals!!

http://www.ewg.org/2013sunscreen/
#4 Omega 3 Fish Oil!!

Don’t forget this!!

Omega 3’s are very important for good skin health and appearance. They are anti-inflammatory and support growth of nails and hair!!

For a “Bright Shiny Coat” give your pet Fish Oil!!
Do I need a "Specialty Product"?

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http://www.insideoutsidespa.com
Does my Skin Need a “Specialty Product”? Do I have?

Wrinkles
Pigment Problems
Dry Skin
Acne and/or Oily Skin
Red, Sensitive, Irritated Skin
Sun Damaged Skin
Just Plain Ugly or Unhealthy Looking Skin

If Yes, you need at least 1 “Specialty Product”
Does my Skin Need a “Specialty Product”

Also known in the Business as “Actives”

They have some ingredient that really does something to

*Prevent Damage to or Stimulate Collagen,*

*Reduce Pigment or Reduce Inflammation.*

Collagen!

Some are Prescription

Most are Over the Counter, and the best ones are usually sold in Doctor’s Offices
Does my Skin Need a “Specialty Product”
12 Classes of “Actives”

“Red” = 5 used during Our Diamond MicroDermabrasion!

1. Anti-Oxidant Products: Vitamin C etc
2. Vitamin A Products: Retinols and Retinoids
3. Bleaching Products for Pigmentation
4. Growth Factor Products from Fetal Stem Cell Lines
5. Hydrators or Humectants: Hyaluronic Acid or Heparan Sulfate
6. Peptide Containing Products: Copper Peptides, DNA Repair
7. Exfoliators: Acid Containing Alpha Hydroxy/Glycolic
8. Anti-Inflammatory: Phytocorrective Gel, Steroid Creams
9. Hormone Containing: DHEA/Progesterone/Estrogen/Melatonin
10. Anti-Biotic Creams, Benzyl Peroxide for Acne
11. Anti-Androgen Oral: Birth Control Pills, Spironolactone
12. Anti-Cancer Agents: Aldara, Pictato or 5-F-U
Does my Skin Need a “Specialty Product”
Companies that Make “Actives” sold by Doctors

Most of these have at least 1 Specialty Product I Like!!
Does my Skin Need a “Specialty Product”
Companies that Make “Actives” sold by Doctors

Vitamin A Tretinoin (Retinoid) Cream 0.025%, .05% and .1%

Our Governor Perry Took Retinoids Away from Doctors!

Three levels of Vitamin A or Tretinoin (Retinoid).

Vitamin A Tretinoin (Retinoid) Cream 0.025%, .05% and .1%

I can give you a Prescription if you need Retinoids

http://www.refissa.com/
Does my Skin Need a “Specialty Product”
Problem with Most Over the Counter “Actives”!

They take time to work!
Twice a day for 4-6 months to see any real noticeable results in some cases!

This is due to poor absorption of these products.

Only about 3% Absorbed!
Most products are designed for topical application on intact skin which is a real good barrier.

Warning: Apply only to Intact Skin, not Open Wounds.

If irritation develops discontinue use of product!
Does my Skin Need a "Specialty Product"

Problem with Most Over the Counter "Actives"!

Poor Absorption through Stratum Corneum

Stratum Corneum

Dead Skin Layer

Through intercellular

Through appendageal shunt

Through stratum corneum cell

.2 to 1mm Thick on Face
How to Improve Absorption of Specialty Products

Sonic Cleansing Brush
Like the Sonic Tooth Brush!
Improves Absorption 60%

200 times Better Absorption of Products!!

Vitamin C Serums
Vitamin A Retinols Retinoids
Neocutis Growth Factors Fetal Stem Cells

3 Classes of Products to Promote Collagen Production
Facial and Medical Rx

9 MicroNeedles mounted in a cartridge. Depth of penetration easily Controlled

Improve Absorption

Rejuvapen “Facial”

Stimulate Collagen

Rejuvapen “Medical Rx”
Does my Skin Need a “Specialty Product”

Other Problems with “Actives”!
And, Finally
Most People don’t have patience or persistence or discipline

to use a product faithfully twice a day for 4-6 Months or..

They don’t have financial staying power
to keep buying the product long enough to see results!
Does my Skin Need a “Specialty Product”

1. AntiOxidant Products

Needed to combat Free Radical Damage from UVA Radiation!

98.7% of the UV radiation that reaches the Earth's surface is UVA. UVB is blocked by clouds, glass and very little gets to our skin, but that small Amount is very dangerous in terms of sun burns and DNA damage – Cancer.

Does my Skin Need a “Specialty Product”

1. Antioxidant Products

Almost 100% Protection against UVA Free Radical Damage

In-vivo punch biopsy shows that Phloretin CF™ significantly reduces thymine dimer count vs. placebo when exposed to solar-simulated light.

Protects against Burning also!

In-vivo punch biopsy shows that Phloretin CF™ significantly reduces mean sunburn cell count vs. placebo when exposed to solar-simulated light.

My Favorite!
Does my Skin Need a “Specialty Product”

Other AntiOxidant Ingredients

Other AntiOxidants You Might See in Products
- Alpha Lipoic Acid
- Co Enzyme Q-10
- Green Tea Extracts
- Silymarin
- SuperOxide Dismutase

But, what the Skin Wants and Needs Most is **Vitamin C** for an AntiOxidant!
Does my Skin Need a “Specialty Product”

2. Vitamin A Products

Topical OTC – Retinols in many Products

Topical Rx – Tretinoin: Retin A, Renova
also called Retinoids

Oral Rx Accutane - Isotretinoin for Severe Acne

The Newer Topical Retinoids

Tazaratene – Tazorac, Avage .05 -.1%

Adapalene – Differin, used with Topical Cleocin for Acne

http://en.wikipedia.org/wiki/Retinoid
Does my Skin Need a “Specialty Product”

2. Vitamin A – Retinols in OTC Products

- Retinol 0.3%
- Retinol 0.5%
- Retinol 1.0%
- Over the Counter
  0.1% Retinoid

Does my Skin Need a “Specialty Product”

2. Vitamin A Products – Retinoid Rx

aka Tretinoin

Side Effects
Sun Sensitivity!
Redness, Itching
Peeling, Stinging
Dry skin

Minimized By
Skipping a night
or blend with
Growth Factor
Products to reduce
irritation.

These prescription retinoids are
approximately 20 times more potent
than the "highest strength retinols."

http://www.retinamicro.com/patient

http://en.wikipedia.org/wiki/Tretinoin

http://www.retinamicro.com/patient

.05% Tretinoin Emollient

Champs Pharmacy
Compounded Tretinoin Cream
Does my Skin Need a “Specialty Product”

2. Vitamin A Products - Accutane

Oral Rx Accutane - Isotretinoin for Severe Acne
Prescribed by Dermatologists
Requires iPledge registration of Patients
Only 30 Day Supply
May cause birth defects!!!
Very Effective!

http://en.wikipedia.org/wiki/Isotretinoin
http://www.acne.org/messageboard/Accutane-Gallery-t87675.html
Does my Skin Need a “Specialty Product”

3. Bleaching “Actives” for Pigmentation

Hydroquinone – Standard Ingredient in Bleaching Products
.5% (OTC) up to 4-6% in Prescription Strengths

Other Bleaching Agents
Phloretin
Vitamin C
Topical Retinoids
Arbutin
Kojic Acid
Undecylenoyl MSH Antagonist
Ellagic Acid
HydroxyPhenoxy Proprionic Acid
Azelaic Acid
Glabridin – Licorice Extract
L-Leucine
Niacinamide

Known also as
Skin Whiteners
Clarifying Creams
Bleaching Cream

http://en.wikipedia.org/wiki/Skin_whitening
Does my Skin Need a “Specialty Product”

3. Bleaching “Actives” for Pigmentation

http://en.wikipedia.org/wiki/Skin_whitening

Albino and Black have same # of melanocytes!

Albino’s missing

Melanocytes make Pigment Melanin

Melanocytes make Pigment Melanin
Does my Skin Need a “Specialty Product”

3. Bleaching “Actives” for Pigmentation

Melasma
Hormonal Driven Pigmentation
Pregnancy
Birth Control Pills

[Image showing examples of melasma]

Comprehensive overview of melasma

http://en.wikipedia.org/wiki/Melasma
http://en.wikipedia.org/wiki/Skin_whitening
Does my Skin Need a “Specialty Product”

Post Inflammatory Pigmentation

3. Bleaching “Actives”

Insect bites, Acne, Curling Iron Burn, Acne, Trauma, Violin Playing

http://www.womensderm.org/ethnicskin/conditions/acne_pic.html
http://en.wikipedia.org/wiki/Melasma
http://en.wikipedia.org/wiki/Skin_whitening
Does my Skin Need a “Specialty Product”

Solar Lentigo
Age Spots

3. Bleaching “Actives”

Due to Sun Exposure!!
Won’t get lighter but will get darker!!

http://en.wikipedia.org/wiki/Skin_whitening
Does my Skin Need a “Specialty Product”

3. Bleaching “Actives”

- Tri Luma Rx Only
  - 4% HQ
  - Kojic Acid
  - Arbutin

- Environ Clarifying Lotion
  - Non HQ

- SkinCeuticals Advanced Pigment Regulator
  - Non HQ

- Neocutis Perle

- 4% HQ + Retinoid (Vit A) + Steroid

- VI DERM BLEACHING CREAM Rx


If you have Pigment Issues, You Must!
- Always Minimize Sun Exposure
- Always Use Sun Protection + Antioxidants!
- Always Use a Bleaching Active!
  + Retinols/Retinoids help Absorption & Exfoliation
- Consider VI Peel with Precision Plus
  Or Intense Pulsed Light
Does my Skin Need a “Specialty Product”

4. Growth Factor Products

NEOCUTIS was founded in Switzerland in 2003.

Based on wound healing research which shows that fetal skin heals scarlessly.

Harvested 1” Square of skin from Stillborn Premature Fetus

Skin full of *Fetal Stem Cells* which produce *Growth Factors* needed for growing new skin.

Created a *Growth Factor Rich Cocktail!*

http://www.neocutis.com/index.php
Does my Skin Need a “Specialty Product”

4. Growth Factor Products

Skin Growth or Wound Healing is the result of a multitude of *Growth Factors* perfectly balanced.

Fetal Skin Stem Cells produce all these Growth Factors!!

Heals Wounded Skin
Neocutis Cream as post wound healing skincare.

Study of Neocutis Cream in 8 children healed from 2\textsuperscript{nd} and 3\textsuperscript{rd} degree burns. Initially treated with several 3 dimensional skin allografts comprised of cultured fetal skin cells seeded on a collagen matrix.

*Study results published in The Lancet 2005*\textsuperscript{1}

Neocutis Cream post wound healing skincare.

Study of Neocutis cream in 13 patients healed from pressure or diabetic ulcers after treating with several 3-dimensional skin allografts comprising cultured fetal skin cells seeded on a collagen matrix.²

Example: Use of cream in women 65 years of age healed from a leg ulcer after grafting (middle picture)

18 PSP® Growth Factors

<table>
<thead>
<tr>
<th>Factor</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>β-NGF</td>
<td>Beta nerve growth factor</td>
</tr>
<tr>
<td>EGF</td>
<td>Epidermal growth factor</td>
</tr>
<tr>
<td>FGF-2 (or βFGF)</td>
<td>Fibroblast growth factor 2 (or basic fibroblast growth factor)</td>
</tr>
<tr>
<td>FGF-4</td>
<td>Fibroblast growth factor 4</td>
</tr>
<tr>
<td>FGF-6</td>
<td>Fibroblast growth factor 6</td>
</tr>
<tr>
<td>FGF-7 (or KGF-1)</td>
<td>Fibroblast growth factor 7 (or keratinocyte growth factor 1)</td>
</tr>
<tr>
<td>FGF-9</td>
<td>Fibroblast growth factor 9</td>
</tr>
<tr>
<td>G-CSF</td>
<td>Granulocyte-colony stimulating factor</td>
</tr>
<tr>
<td>GM-CSF</td>
<td>Granulocyte-macrophage colony stimulating factor</td>
</tr>
<tr>
<td>HGF</td>
<td>Hepatocyte growth factor</td>
</tr>
<tr>
<td>IGF-1</td>
<td>Insulin-like growth factor 1</td>
</tr>
<tr>
<td>PIGF</td>
<td>Placenta growth factor</td>
</tr>
<tr>
<td>PDGF-BB</td>
<td>Platelet derived growth factor BB</td>
</tr>
<tr>
<td>SCF</td>
<td>Stem cell factor</td>
</tr>
<tr>
<td>TGF-β1</td>
<td>Transforming growth factor beta 1</td>
</tr>
<tr>
<td>TGF-β3</td>
<td>Transforming growth factor beta 3</td>
</tr>
<tr>
<td>VEGF (or VEGF-A)</td>
<td>Vascular endothelial growth factor A</td>
</tr>
<tr>
<td>VEGF-D</td>
<td>Vascular endothelial growth factor D</td>
</tr>
</tbody>
</table>

Proteomic analysis of PSP® using a Cytokine Array allowing simultaneous detection of more than 100 cytokines.
POST-PDT WITH SEVERE PHOTOTOXIC REACTION

2X DAILY USE OF BIOCREAM STARTED ON DAY 2 THROUGH DAY 25
POST-PDT WITH 20% ALA AND PHOTOTOXIC REACTION

3 DAYS AFTER

7 DAYS AFTER

2X DAILY USE OF BIOCREAM STARTED ON DAY 3 THROUGH DAY 7

Gold M., Biron J., Human Growth Factor And Cytokine Containing Skin Cream For Treatment Of Phototoxic Skin Reaction Associated With Photodynamic Therapy, Poster Presented At The American Academy Of Dermatology 65th Annual Meeting, Washington D.C. 2007
ADJUNCTIVE SKINCARE

Sensitive, irritated, unhealthy, thin skin

BEFORE
Application of Bio-restorative Skin Cream twice daily for two weeks in combination with 15% glycolic acid cleanser

AFTER 2 Weeks
Application of Bio-restorative Skin Cream twice daily for seven weeks in combination with Finacea® Gel (Berlex Laboratories; applied before cream) and 15% glycolic acid cleanser. Patient had also seborrheic dermatitis.
IDEAL FOR USE IN SCAR MANAGEMENT

Staples removed on 7th Day
BioCream Twice Daily on One Inch area of the Incision Only!

Rest of Incision Untreated.
This Picture at 3 ½ Months!

3 ½ Months after Staple Removal
Does my Skin Need a “Specialty Product”

4. Growth Factor Products
All Contain PSP Proteins!!

Bio-Cream
Bio-Serum Firm
Concentrated PSP
Lumiere Eye Cream

http://www.neocutis.com/index.php
Does my Skin Need a “Specialty Product”

5. Hydrators – Bring Moisture to Skin, Contain Hyaluronic Acid

- Neocutis Bio-Gel HA + Growth Factors
- Neocutis Hyalis 1%HA
- SkinCeuticals B5 Hydrating Gel
- SkinCeuticals HA Intensifier

3 Different Size Hyaluronic Acids
Summary - So What’s It Going to Take??

**Basics**
1. Cleanser
2. Moisturizer
3. Sun Protection

**Specialty Products**
4. Antioxidant - Vitamin C
5. Vitamin A - Retinol & Retinoid
6. Growth Factor Product
7. Bleaching Agent
8. Hydrator

**Devices**
9. ?Clarisonic Skin Care Brush?
10. Home Dermaroller

**Goals**
1. Cleanse Skin
2. Exfoliate
3. Moisturize/Hydrate
4. Sun Protection

**Hoped for Results!!**
1. Protect/Stimulate Collagen
2. Reduce Pigment
3. Smooth/Tighten/Pores
4. Prevent/Treat Acne

**Other Procedures**
11. Botox/Fillers
12. MicroDerm/Rejuvapen Facial
13. VI Peel Intense Pulsed Light
13. Rejuvapen Medical Rx

Don’t Forget Your Fish Oil!
Putting It All Together – 1st Month

Reasonable Program 1st Month, Basics + Add 6 “Actives” Goal to get Skin Healthier!!

AM
Clarifying Cleanser or Green Mountain Soap with Hands
Apply Antioxidant Phloretin C Ferrulic
Apply Hydrator Hydrating B5 Gel
Apply Sunscreen and Makeup

PM
Don’t Forget Your Fish Oil!
Green Mountain Soap with Hands
Apply Neocutis Bio Cream Growth Factor
Apply SkinCeuticals Triple Lipid Restore
Putting It All Together 2nd Month

Reasonable Program 2nd Month, Basics +
Goal Add “Active” Retinol At Night.
Start Home Dermaroller once a week.

AM Same
Clarifying Cleanser or Green Mountain Soap with Hands
Apply Antioxidant Phloretin C Ferrulic
Apply Hydrator Hydrating B5 Gel
Apply Sunscreen and Makeup
Don’t Forget Your Fish Oil!

PM
Green Mountain Soap with Hands
Add SkinCeuticals OTC Retinol 0.3, 0.5, 1.0%
Mix with Neocutis BioCream Growth Factor
Apply SkinCeuticals Triple Lipid Restore
Putting It All Together 3rd Month
Reasonable Program 3rd Month, Basics + Goal Add “Active” Tretinoin few days and

**AM** Same
Clarifying Cleanser or Green Mountain Soap with Hands
Apply Antioxidant Phloretin C Ferrulic
Apply Hydrator Hydrating B5 Gel
Apply Sunscreen and Makeup

Don’t Forget Your Fish Oil!

**PM**
Green Mountain Soap with Hands
Apply OTC Vit A Retinol Product 2-4 days
Or [Rx] Retinoid (Tretinoin) 1-3 Days
Mix With NeoCutis BioCream Growth Factor
Apply SkinCeuticals Triple Lipid Restore
Does all the Confusion and Choices about Skin Care make you want to:

Let Inside Outside
“Show the Way!!”

Stop Screaming!

Edward Munch: *The Scream*