

# TOP PRODUCTS

for 2009 – rediscover your skin

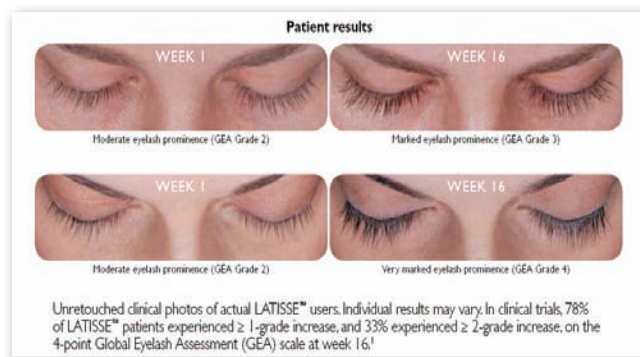
By: Todd E. Schlesinger, MD, FAAD

■ As we move further in to 2009, a theme seems to be emerging from all the chaos surrounding us – balance. While the excesses of the recent past may be behind us (at least for a while), it makes sense to look for some middle ground in our work and in our play. The concept of balance can apply to many aspects of our life such as financial, exercise, nutrition, and of course, skin care.

By popularity, some products have emerged as standouts and I wanted to take the opportunity to familiarize you with some of them as well as some that I feel will be winners in 2009 and beyond. These products were selected based in part on the responses we have received from patients, both in terms of positive feedback and in repeat sales, and in part from the scientific basis on which they were founded.

It is often said that the first place we look is into the eyes of another – they tend to tell a lot. With that being said, **LATISSE™** is the **first and only FDA approved treatment** for people with inadequate or not enough eyelashes. Latisse™, manufactured by Allergan, has been proven in clinical trials to make eyelashes longer, thicker and darker.

Latisse™ is believed to work by lengthening the growth phase of the eyelash hair cycle. Latisse™ contains an ingredient originally developed to treat another eye disorder, but was found to grow eyelashes. Latisse™ is used by applying it to the eyelashes with the included sterile applicators once nightly. Optimum results are achieved at 16 weeks, but significant improvement was seen in trials at two months of use. Individual results may vary. Since Latisse™ is a prescription product, an appointment is required to receive it.



The **CLARISONIC PRO SKIN CARE BRUSH** is a favorite of mine and almost every member of my staff. It is a waterproof, rechargeable cleansing brush that uses sonic movements at over 300 times per second to clean, soften and smooth your skin. Developed by the primary inventor of the Sonicare toothbrush, the Clarisonic is a safe, natural and gentle way to cleanse your skin without the use of harsh chemicals or abrasion.

Using patented technology, skin pores are gently flexed, causing the release of trapped oils and dead skin cells. Studies have shown the Clarisonic to preserve skin moisture, improve skin product absorption and improve the appearance of fine lines and wrinkles. Proven safe for daily use, the Clarisonic is gentle enough for sensitive skin, yet tough enough for oily or acne-prone skin. This is a perfect wedding gift as it is a number one unisex product – it is great for the skin and makes bristles stand straight for shaving. It offers three different brush heads – sensitive and normal for face treatments and spot therapy for the all-over body use! Making Oprah's Holiday Wish List, it is a must have for every woman – and is great for men too!



In our dermatological practice and Medi Spa, Skin Ceuticals is by far our premier product line. They have so many terrific products. **SKINCEUTICALS CE FERULIC AND PHLORETIN CF** each contain a unique formulation of Vitamin C that has proven itself through extensive research to be a powerful antioxidant. Studies have demonstrated that the Vitamin C alone helps to repair damage to the skin's DNA that is caused by the sun. Following this theme, it seems logical that a reduction in skin cancer would occur. While this has not been specifically proven yet, it is obvious from observing the response in patients that improvement to the skin in many ways occurs after use of these products. Reduction in the number of pre-cancerous lesions can be seen and improved texture and smoothness is also observed. CE Ferulic features ferulic acid, a plant compound with proven antioxidant ability. Phloretin CF has a bark extract that is also powerfully antioxidant. While Phloretin CF is a little lighter to apply and some may like it better in the summer, both are useful year-round. This product can be seen in many magazines and it is a true favorite of the stars!

**SKINCEUTICALS CLARIFYING CLEANSER** contains an ingredient that I feel is very important to help maintain the health of the skin, salicylic acid. Also containing glycolic and mandelic acids, this facial cleanser exfoliates and loosens dead skin cells on the skin surface, helping slough them away to reveal the healthy skin below. Combined with a custom tailored skin care regimen, this cleanser can help other products penetrate better for increased effect. Patients love the texture and smell, which many of them feel are very important qualities for a cleanser.



**SKINCEUTICALS BLEMISH CONTROL GEL** is another product containing salicylic acid. Salicylic acid is a recurring theme due to its effectiveness and safety when used on the skin. This product is popular among our acne patients, both young and adult. Applied in the morning after cleansing, this leave-on product works to control the redness or inflammation associated with acne and it also helps to control the small white bumps on the face that we call milia. It is lightweight and helps to unclog pores and reduce blemishes without causing dryness.

Neocutis products include the **BIO-RESTORATIVE SKIN CREAM, JOURNEE BIO-RESTORATIVE DAY CREAM WITH SPF 30 AND THE LUMIERE BIO-RESTORATIVE EYE CREAM**. Years of research have led scientists to discover that fetal skin has a unique ability to heal wounds without scarring. Neocutis uses a lasting supply of cells created from a single biopsy of fetal skin originally developed to treat wounds and burns. The products contain PSP, which is the most complete blend of skin-enhancing human growth factors and cytokines available. Research has shown that Neocutis products produce results in fine lines and wrinkles within 60 days of use, and this has proven true in our experience. When combined with other products, an additive effect of skin improvement is seen.



**AVÈNE PROFESSIONAL LINE** products were developed using Thermal spring water bottled from the source in France. Specifically oriented toward sensitive skin, they have been formulated to treat a number of skin conditions including acne, redness, rosacea and sun-damaged skin. Products such as Diacnéal, Deroséal and Rétrinal cream are formulated with Retinaldehyde, a biological precursor to the popular tretinoin (Vitamin A derivative) found in Retin A. Retinaldehyde, however, provides for improved results without the redness and dryness usually associated with tretinoin.

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New this year is the **TRIXÉRA+ LINE** for inflamed, dry or itchy skin that prevents moisture loss. These products have found themselves very popular in our office and Medical Spa, both as retail items and for use after laser procedures.

**GLYTONE PRODUCTS** offer a systematic approach to professional skin care and offer products for many different skin types. Featuring prescription-strength products, glycolic acid and Vitamin A, Glytone contains all the ingredients that have been scientifically proven to be effective in skin rejuvenation. Working in tandem with our back-bar professional products and skin peels, Glytone provides a seamless transition from office to home skin care. With products for different areas of the body such as face, hands/feet, elbows and trunk, Glytone fills a unique niche with well-made and easy to use products.



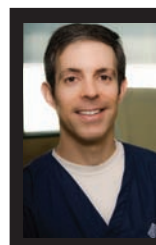
Sunscreen may be the most important product you can put on your skin to protect it from the ravages of the ultraviolet rays. Our top products for the face and neck include **SKINCEUTICALS SPORT 45 AND ACTIVE DEFENSE SUNSCREENS** that contain the best of the best sunscreen ingredients. Sunscreen may also be found included in the formulations of some of our other product lines. For the body, Blue Lizard sunscreens receive rave reviews and there are three formulations, Regular, Baby and Sensitive. The Baby and Sensitive products contain no chemical sunscreens, only the safest physical blockers zinc oxide and titanium dioxide. Wearing sunscreen, properly applied, can help prevent premature aging of the skin, which we believe will lead to a reduced chance of skin cancer.

What would an article about skin products and skin protection be without mention of sunwear? **Physican Endorsed™** hats provide a modern and chic option for sun protection. All **Physican Endorsed™** hats are independently tested to guarantee a sun protection of UPF 50+ (equal to SPF 30+). It does not hurt that top celebrities such as Heather Locklear, Paris Hilton, Teri Hatcher, Marcia Cross and supermodel Verinica Webb have all been photographed wearing **Physican Endorsed™** hats.



**mySunSafety™ Sunglasses**, which provide 96-99% protection against UVA and UVB rays, are a favorite among celebrities and dermatologists alike. Coming in a wide variety of current styles, all feature a wrap-around shape to provide additional sun protection to the eyes and surrounding delicate skin. Sunglasses are a very important part of an overall sun protection plan and protect the exposed parts of your eyes such as the cornea and lens from ultraviolet light damage. Why not look good in the process?

While there are many new products coming to the marketplace, I feel that one will be well served by choosing from among the aforementioned products. We will continue to test new products and offer them when we feel they will be of most benefit to our patients. ■



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