AGING SKIN,
SUN DAMAGE
&
ALPHA HYDROXY ACIDS
Professional Skin Care, Inc.

and

The American Institute of Esthetics

Present

Aging Skin, Sun Damage

And

Alpha Hydroxy Acids
OUR MANTRA
FOLLOW THE INSTRUCTIONS . . .
THE SYSTEM WORKS!
The demand for anti-aging products and treatments is on the rise more than ever because the majority of the population is reaching middle age – over 78 million people in the U.S., approximately 30% of the population.

These consumers, ranging in age from 35 to 55 years old, are the age-defying baby boomers that will spend money on anti-aging products, as long as they deliver results.
Scientific studies have shown that 90% of premature aging of the skin is caused by environmental aggressions, which include pollution, chemicals, extreme climates and, most importantly, UV radiation.

A reaction to these environmental aggressions are free radicals that are generated in the body. The consequence is an acceleration of the skin’s aging process that includes wrinkles, loss of elasticity, sensitivity and an overall dulling of the complexion.

Since the mid 1980’s, there has been a great deal of research into anti-aging skin care ingredients. The breakthrough came with Alpha Hydroxy Acids which was the first ingredient to make a dramatic difference to the skin.

Antioxidants came along in the 1990’s with vitamins C, A and E that were showing promising results in skin rejuvenation, as well as guarding against premature aging of the skin.

Since then, with scientific advances in skincare ingredients along with AHA’s and antioxidants, we know it is now possible to repair, prevent and maintain a more youthful complexion.
We begin to age the moment we are born, and throughout our lives the effects of aging are evident in our bodies. Up to about age 20 years, the most visually prominent effects of aging are in growth and development. Beginning in our 20s, the effects of aging begin to be visible in the skin.

Intrinsic or chronological aging causes biochemical changes in collagen and elastin, the connective tissues that give skin its firmness and elasticity. The genetic program for each person is different, so the loss of skin firmness and elasticity occurs at different rates and different times in one individual as compared with another.

As skin becomes less elastic, it also becomes drier. Underlying fat padding begins to disappear. With loss of underlying support by fat padding and connective tissues, the skin begins to sag. It looks less supple, and wrinkles form. The skin may be itchy with increased dryness. A cut may heal more slowly.

Simultaneously with genetically programmed aging, the process of photoaging may be taking place. Photoaging is the effect of chronic and excessive sun exposure on the skin. Cigarette smoking also contributes to aging effects by the biochemical changes it brings about in skin tissues.

Photoaging interacts with chronological aging and may appear to hasten the process of chronological aging. In fact, photoaging may be responsible for the majority of age-associated changes in the skin’s appearance: mottled pigmentation, surface roughness, fine wrinkles that disappear when stretched, "age" or "liver" spots on the hands, and dilated blood vessels. Chronic sun exposure is a major risk factor for skin cancers—basal cell carcinoma, squamous cell carcinoma and melanoma.

Contributing factors to premature aging of the skin are UV radiation and free radicals.
INTRINSIC AGING

Normal Aging With Passage of Time
With Gradual Deterioration

- Decreased sebum
- Thinning of skin
- Loss of elasticity
- Lines & wrinkles
- Increased dryness
- Dehydration

Intrinsic aging is the normal process of aging over time. Intrinsic aging includes:

- **Decreased Sebum** -- production of oil slows down.
- **Thinning of the skin** -- with aging, comes overall reduction in skin tissue mass both dermal and epidermal.
- **Loss of Elasticity** -- the plasticity or elasticity of the tissue increases in direct relationship to the amount of moisture in the tissue.
- **Lines and Wrinkles** -- caused by the deterioration of the collagen fibrils, this condition is actually a hole in the dermal tissue.
- **Increased Dryness/Dehydration** -- as we age, less basal cells and their accompanying lipids are being produced.
Photo-Aging is premature and controllable aging resulting from excessive UV radiation. Photo-damage is a cumulative process that takes place gradually over decades with little early evidence. It begins with a child's first exposure to sunlight and accumulates throughout life with additional exposure, whether protracted or incidental.

Photo-aging has the same signs as intrinsic aging but more pronounced:

- **Decreased Sebum** -- production of oil slows down.
- **Thinning of Skin** -- with aging, comes overall reduction in skin tissue mass both dermal and epidermal.
- **Uneven Texture** – caused by the thickening of the Corneum layer, this condition is rapidly improved with the regular use of glycolic acid.
- **Capillary Distention** – caused by a weakness in the capillary walls, the capillaries fill with blood but do not have the elasticity to contract back to normal and squeeze the blood out.
- **Lines & Wrinkles** – caused by the deterioration of the collagen fibrils, this condition is actually a hole in the dermal tissue.
- **Increased Dryness/Dehydration** – as we age, less basal cells and their accompanying lipids are being produced.
- **Elasticity Loss / Elastosis** -- massive quantities of degraded elastic fibers causing sagging skin.
- **Irregular Pigmentation** – hyperpigmented spots (excess color) or hypopigmented spots (loss of color) on the skin.
One of the most significant factors in the process of aging is oxidation of the skin. Oxygen, critical for life, is the main source of free radicals. A certain level of free radicals is necessary inside the body for fighting infection and for the contraction of smooth muscles in the blood vessels.
WHAT ARE FREE RADICALS?

Free radicals are highly reactive, unstable oxygen molecules that have one or more unpaired electrons and try to steal them from healthy molecules to regain balance. This process is known as oxidation.

A free radical stabilizes itself by bonding with another free radical or molecule. They form a stable compound, which in turn creates another free radical. The new free radical will pair with another molecule and the cycle continues, causing a destructive free radical cascade.

An accumulation of free radicals in the body is known as oxidative stress. It is the process of oxidation, like the oxidation that causes rust, that can cause free radicals to damage and deteriorate the skin by damaging healthy cells.
CAUSES OF FREE RADICALS

Environment & Lifestyle

• Radiation (sun, x rays, tanning bed)
• Pollutants (smog, pesticides)
• Food (fatty, fried, charbroiled, BBQ)
• Prescription Drugs (antibiotics)
• Smoke (cigarettes, cigars, pipes, fires)
• Alcohol
• Stress
• Strenuous Exercise

WHAT CAUSES FREE RADICALS?

Free Radicals are produced by the body’s metabolism and are involved in the defense against infection. Lifestyle and environmental factors such as radiation (sun, X-rays, tanning bed), pollutants (smog, pesticides), fried foods, cigarette smoke, certain drugs, smoke (contains nitrogen dioxide), alcohol and stress can also induce free radicals.
Most medical researchers believe that free radicals are the contributing cause to more than 60 diseases and premature aging, including skin dryness, wrinkles, age spots, elasticity loss, acne, inflammation, sensitivity and skin cancer.

Free radicals are both a cause and a result of inflammation. Damage from free radicals causes inflammation; chronic inflammation goes on to produce lots of free radicals which in turn create more inflammation. This is a vicious cycle which can damage many systems in the body.
CASCADE OF DESTRUCTION

Free Radicals are the Major Cause of Deterioration of Skin Tissue

Highly Susceptible to Free Radical Attack in the Skin are:

• Lipids
  - Cell Membranes & Epidermal Barrier Lipids
• Proteins & Amino Acids
  - Collagen, Elastin, Keratin, Hormones, Melanin
• Cell Structures & Cell DNA
  - Keratinocytes, Fibroblasts, Melanocytes, Langerhans

CASCADE OF DESTRUCTION

Free radicals are a major cause of breakdown of skin tissue.

Highly susceptible to free radical attack in the skin are:

• Lipids (cell membranes, epidermal barrier lipids)
• Proteins and amino acids (collagen, elastin, keratin, hormones, melanin)
• Cell structures (keratinocytes, Langerhans cells, fibroblasts, melanocytes)
• Cell DNA
ANTIOXIDANTS – SACRIFICE THEMSELVES TO FREE RADICALS

Antioxidants are molecules that sacrifice themselves to oxygen particles and are oxidized instead. The most commonly known antioxidants are Vitamins C, E, and Beta Carotene.

Ascorbic Acid (Vitamin C), a water-soluble antioxidant, is a singlet oxygen free radical scavenger. It also regenerates Vitamin E, reactivating its free radical scavenging abilities. Coenzyme Q10, Japanese Green Tea and Uric Acid are other singlet oxygen quenchers.

Tocopherol Acetate, a form of Vitamin E, is activated in the skin when epidermal enzymes cut the acetate away from the tocopherol molecule. One molecule of tocopherol acetate can scavenge up to 50 free radicals in the skin. It gets into the cell membrane and provides protection against the singlet oxygen radical, lipid peroxidation and the hydroxyl radical.

Beta Carotene, a precursor of Vitamin A, is a free radical scavenger and a singlet oxygen quencher, which helps the cells protect themselves against reactive oxygen species associated with environmental pollutants.

Pycnogenol®, Pine Bark extract and Grapeseed are water-soluble bioflavonoids called proanthocyanidins. These powerful antioxidants prevent lipid peroxidation and protect collagen from being attacked by the hydroxyl radical, the most dangerous radical in the body that destroys DNA. Passionflower, Beta Carotene, Bilberry and Jojoba Oil also protect against lipid peroxidation and the hydroxyl radical.
MULTI VITAMIN C ANTI-OXIDANT SERUM

- Protects from free radicals
- Reduces fine lines
- Improves elasticity
- Fades pigmentation
- Brightens complexion
- Key Ingredients:
  - L-Ascorbic Acid (Vitamin C)
  - Pycnogenol®, Vitamins A, B and E, Beta Glucan,
  - Tissue Respiratory Liposomes

Multi-Vitamin C Antioxidant Serum is a unique blend of vitamins and antioxidants that powerfully combats the damaging and aging effects of free radicals. This complex helps to improve elasticity and firmness of the skin while diminishing fine lines and wrinkles. It helps lighten pigmentation and leaves the skin smoother and firmer, with a healthy glow.

RECOMMENDED FOR:
- All skin types and conditions, especially beginning to advanced aging skin.
- Fine lines and wrinkles on face, neck and décolleté. Can be used on the hands.
- Photo-damaged skin, pigmentation marks, uneven skin tone and rough texture.
- Skin lacking firmness, loss of tone and elasticity.
- Dull, lifeless and asphyxiated skin.

USE INSTRUCTIONS:
Apply 6 - 8 drops of Multi-Vitamin C Antioxidant Serum to the entire face and eye contour. Apply morning and evening to a clean skin. After absorption, follow with usual moisturizer.

KEY INGREDIENTS:
- **L-Ascorbic Acid**: Stimulates collagen synthesis, lightens pigmentation, antioxidant.
- **Pycnogenol**: Strengthens elasticity, powerful antioxidant, strengthens capillaries.
- **Beta Glucan**: Firming, stimulates fibroblasts and powerful wound healing properties.
- **Tissue Respiratory Liposomes**: Increases oxygen uptake in cells; anti-inflammatory.
- **Vitamins A, B, E**: Antioxidants that scavenge free radicals; moisturizing.
ULTIMATE FIRMING SERUM

- Professional Botox Alternative
- Proven to reduce & relax wrinkles
- Stimulates collagen synthesis
- Instant and long-term firming
- Results in 2-4 weeks

Key Ingredients:
- 15% Argireline (Acetyl Hexapeptide-3),
- Palmitoyl Oligopeptide, Palmitoyl Tetrapeptide-7, Carnosine, Tetrahexyldecyl Ascorbate, Sodium Ascorbyl Phosphate, Sodium Hyaluronate, Grape Seed, Pine Bark

ULTIMATE FIRMING SERUM

The ultimate in safe, natural skin rejuvenation and wrinkle relaxing with maximum levels of botox alternative and the latest firming peptides for long-term anti-aging. Fast acting, non-paralytic peptide infusion system that relaxes, prevents and minimizes wrinkles and fine lines. Maximum professional strength for maximum results. See results within 2-4 weeks.

PROFESSIONAL USE

Apply to the face, massaging into wrinkles, at the end of a peel, microdermabrasion or any anti-aging treatment.

KEY INGREDIENTS

Acetyl Hexapeptide: Peptide has a botox-like effect in reducing the depth of wrinkles on the face. Reduces severity of wrinkles up to 27% after 30 days with visible reduction up to 50% within 45-60 days.

Palmitoyl Oligopeptide, Palmitoyl Tetrapeptide: Peptides that signal synthesis of collagen I, III, IV, Hyaluronic Acid and Glucosaminoglycans.

Tetrahexyldecyl Ascorbate: Stable Vitamin C ester that increases fibroblast activity and aids in the acceleration of collagen synthesis. It clarifies and brightens the skin by inhibiting melanin.

INGREDIENTS

Water (Acqua), Acetyl Hexapeptide-3, Prunus Amygdalus Dulcis (Sweet Almond) Seed Extract, Glycerin, Polyacrylate 13, Tetrahexyldecyl Ascorbate, Palmitoyl Oligopeptide, Palmitoyl Tetrapeptide-7, Sodium Ascorbyl Phosphate, Lecithin (and) Silybum Marianum (Milk Thistle) Fruit Extract (and) Carnosine (and) Tocopherol, Sodium Hyaluronate, Centella Asiatica (Gotu Kola) Extract, Echinacea Angustifolia Extract, Rosmarinus Officinalis (Rosemary) Leaf Extract, Citrus Medica Limonum (Lemon) Fruit Extract (Bioflavonoids), Rosa Canina (Rosehips) Extract, Vitis Vinifera (Grape) Seed Extract, Passiflora Incarnata (Passion) Flower Extract, Pinus Haeda (Pine) Bark Extract, Camellia Oleifera Leaf (Green Tea) Extract, Allantoin, Bisabolol, Panthenol, Artemisia Vulgaris (Mugwort) Extract (and) Algae Extract, Oryzanol, Ubiquinone (CoEnzyme Q10), Diisopropyl Dimer Dilinoleate, Diisostearyl Dimer Dilinoleate, Dipropylene Glycol, Polysorbate 20, Butylene Glycol, Citric Acid, Disodium EDTA, Ethylhexylglycerin, Phenoxethanol, Potassium Sorbate
VITAMIN K REPAIR SERUM

- Reduces redness from Rosacea, Couperose, Distended capillaries
- Reduces appearance of capillary distention
- Strengthens capillary walls
- Speeds recovery time of bruising
- Accelerates healing

Key Ingredients:
5% Vitamin K, Horsechestnut, Bioflavonoids, Mimosa Bark, Retinol, Grape Seed, Pine Bark, Passionflower, Rosehips, Licorice, Green Tea

VITAMIN K REPAIR SERUM

An advanced repairing serum with 5% USP-grade Vitamin K that delivers noticeable results in reducing the appearance of dilated capillaries, redness from Rosacea, bruising and irritation caused by skin peels and cosmetic surgery. Restores a more healthy, even appearance.

USE INSTRUCTIONS
Apply twice daily directly on affected areas. Follow with usual moisturizer.

KEY INGREDIENTS

Vitamin K (Phytonadione): Shown to strengthen capillary walls that increase contraction to push the 'pooling blood' through the capillary, minimizing them.

Horse Chestnut: Minimizes capillaries by reducing tiny openings in capillary walls that leads to increased capillary permeability and edema. Anti-inflammatory, it reduces swelling and edema.

Mimosa Bark: Enables a spectacular reconstitution of damaged skin with its extraordinary repairing and regenerating properties. Stimulates cellular respiration. Accelerate healing.

INGREDIENTS
Water (Acqua), Phytonadione (Vitamin K), Dimethicone, PPG-2 Myristyl Ether Proplonate, Helianthus Annuus (Sunflower) Seed Oil, Glycerin, Garcinia Indica Seed Butter, Glyceryl Stearate, Stearic Acid, Cetyl Alcohol, Caprylic/Capric Triglyceride (and) Retinol, Aesculus Hippocastanum (Horsechestnut), Symphytum Officinale (Comfrey), Mimosa Tenuiflora Bark, Citrus Medica Limonum (Lemon) Fruit Extract (Bioflavonoids), Sodium Hyaluronate, Butylene Glycol and Rosa Canina (Rosehips) Extract and Vitis Vinifera (Grape) Seed Extract and Passiflora Incarnata (Passion) Flower Extract and Pinus Haeda (Pine) Bark Extract and Camellia Oleifera Leaf (Green Tea) Extract, Epilobium Angustifolium (Willowherb) Extract, Hydrolyzed Enteromorpha Compressa, Artemisia Vulgaris (Mugwort) (and) Algae Extract, Panthenol, Stearoyl Lactylate, Glycine Soja (Soybean) Oil, Carbomer, Disodium EDTA, Triethanolamine, Phenoxyethanol, Ethylhexylglycerin, Potassium Sorbate
SKIN CANCER FACT SHEET

- Half of all new cancers are skin cancers.*
- About 1.3 million new cases of skin cancer will be diagnosed in the US each year.*
- About 80% of new skin cancer cases will be basal cell carcinoma, 16% are squamous cell carcinoma, and 4% are melanoma. Both basal and squamous cell carcinoma have a better than 95% cure rate if detected and treated early.
- One person dies of melanoma every hour. In 2000, 7,700 deaths will be attributed to melanoma – 4,800 men and 2,900 women.*
- The incidence of melanoma more than tripled among Caucasian males between 1980 and 2000. Older Caucasian males have the highest mortality rates from melanoma.
- Six out of seven skin cancer deaths are from melanoma.
- Melanoma is more common than any non-skin cancer among women between 25 and 29 years old.
- Melanoma is the sixth most common cancer in men and the seventh most common cancer in women.** (Excluding basal and squamous cell carcinoma which together are the most common cancers in both sexes.)

Source: American Cancer Society’s 2000 Facts & Figures.
UNDERSTANDING UV RADIATION

The Solar Spectrum Consists of Light with Wavelengths Ranging From 200 – 1800 nm
Light is Measured in Nanometers (nm)

• **UVC (200-290 nm)** almost completely absorbed by ozone
  - Most carcinogenic

• **UVB (290-320 nm)** approximately 10% of UVR
  - Mostly absorbed by the layers of the epidermis
  - Causes tanning and burning

• **UVA (320-390)** approximately 90% of UVR
  - Longer ray provides deeper penetration into dermis
  - Causes premature aging of skin, skin cancer

UV Radiation from the sun (and tanning beds) is considered the primary cause of premature aging of the skin with loss of elasticity, wrinkles, irregular pigmentation, capillary distention, dehydration and increases the risk of skin cancer.

UVC is absorbed almost completely by the ozone layer of the earth’s stratosphere. UVC radiation is considered the most carcinogenic.

UVB is approximately 10% of UV light and is the principal cause of sunburn. UVB is a middle wave length (290 – 320 nm) penetrating some into the dermal layer.

UVA is approximately 90% of UV light and is considered the primary cause of premature aging of the skin and skin cancer. UVA is a long wave ray (320 – 390 nm) penetrating deep into the dermal and the subcutaneous layers. These rays result in excessive oxidation of the collagen and elastin fibers, which results in a process called “cross linking.” Normally, collagen and elastin fibers are found in nice thick even rows spread parallel to the skin surface in the basal layer of the skin. With cross linking, the fibers become entangled into many disorganized bundles which causes the skin to sag.
When Sunlight Strikes the Skin, Some of the Rays are Reflected, Some Scattered, Some Absorbed

- When UVR penetrates the skin, free radicals are created
  - Sets off chain reaction of damage to cells, DNA, etc.
- First visible signs of damage is erythema (redness)
  - Results from dilation of blood vessels in dermis
- Body defends itself by sending Melanocytes into action
  - These cells produce melanin, pigment which absorbs UV
  - This sets off the tanning process

When light first strikes the skin, it is reflected, then it penetrates. The Stratum Corneum provides the greatest amount of reflection. The amount of protection depends on the condition of the SC and what the UVR comes into contact with i.e., cells, molecules, fibers or sunscreen molecules.

When UVR penetrates the skin, there are many Reactive Oxygen Species (ROS) or free radicals created. These reactive particles then set off a chain reaction of damage to the cellular membrane and eventually the DNA.

The first visible signs of UV damage appears with an erythema (redness) of the skin. This results from dilation of the blood vessels in the dermis as a response to the byproduct of cell damage. The severity of redness indicates the degree of damage done to the skin.

The body defends itself by sending Melanocytes which reside in the basal layer of the epidermis into action.
These cells produce melanin, a skin pigment which absorbs UV and visible light. Melanin production occurs 48 hours after exposure and peaks after two weeks.
UV Radiation from the sun (and tanning beds) is considered the primary cause of premature aging of the skin with loss of elasticity, wrinkles, irregular pigmentation, capillary distention and weakening of the body's immune system.

UV Radiation also increases the risk of skin cancer:

• Basal Cell Carcinoma
• Squamous Cell Carcinoma
• Melanoma

Over 80% of all skin damage is due to sun exposure by 18 years of age.

78% of "incidental" sun exposure causes the most damage, over time.
WHAT IS SPF?

Sun Protection Factor (SPF) indicates how long you can stay out in the sun without burning.

- SPF 2 = 50% protection
  - 20 min X SPF 2 = 40 min protection
- SPF 8 = 87.5% protection
  - 20 min X SPF 8 = 160 min protection
- SPF 15 = 93.3% protection
  - 20 min X SPF 15 = 300 min protection
- SPF 30 = 96.6% protection
  - 20 min X SPF 30 = 600 min protection

The Sun Protection Factor, or SPF, stated on sunscreen products refers primarily to their capacity to block UVB radiation. The SPF number indicates how long an individual can stay out in the sun before they will burn.

For example: If you normally burn within 20 minutes, an SPF of 2 would allow you to stay out 40 minutes before burning. A SPF 15 would allow you to stay out 300 minutes or 5 hours before burning.

When should a sunscreen be applied?
Sunscreens that absorb UVR need to be applied 30 minutes prior to sun exposure to give the screen time to activate. Sunscreens that reflect (Titanium Dioxide and Zinc Oxide) don’t need the extra time. However, if you have a sunscreen that is blended with both absorbers and reflectors, you must give the product the 30 minutes for the absorbers to work.

In the homecare routine:
Sunscreens should be applied after the hydrator and before the cream. Creamy sunscreens can be substituted for a cream moisture sealant.
FITZPATRICK SCALE

Categorizes Skin Type from Very Fair to Very Dark

### Fitzpatrick Classification of Sun Reactive Skin Types

<table>
<thead>
<tr>
<th>Skin Type</th>
<th>Color</th>
<th>Reaction to the Sun</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>White</td>
<td>Always burns, never tans</td>
</tr>
<tr>
<td>II</td>
<td>White</td>
<td>Usually burns, tans with difficulty</td>
</tr>
<tr>
<td>III</td>
<td>White</td>
<td>Sometimes burns, but tans easily</td>
</tr>
<tr>
<td>IV</td>
<td>Moderate Brown</td>
<td>Rarely burns, tans very easily</td>
</tr>
<tr>
<td>V</td>
<td>Dark Brown</td>
<td>Very rarely burns, most often tans</td>
</tr>
<tr>
<td>VI</td>
<td>Black</td>
<td>Never burns, always tans</td>
</tr>
</tbody>
</table>

FITZPATRICK SCALE

The Fitzpatrick Scale categorizes your skin type from very fair (skin type I) to very dark (skin type VI). The two main factors that influence skin type are:

- Genetic disposition – which include common hereditary background
- Reaction to sun exposure and tanning habits

You will need to use this tool when giving peels because an acid peel could pose a higher risk of pigmentation (hyper or hypo) in people with darker skin, Fitzpatrick Skin Types IV, V and VI.

The Fitzpatrick Skin Types also have common sensitivity to peels – the lighter the skin, the more resilient their skin is to peels, the darker the skin, the more sensitive they generally are to peels.

The common response to UV Rays for the lighter Fitzpatrick Skin Types are:
- Distended capillaries
- Possible skin cancer

The common response to UV Rays for the darker Fitzpatrick Skin Types:
- Hyperpigmentation (and possible hypopigmentation)
### UNDERSTANDING SUNSCREEN

#### SPF 15, 18, 30 Sunscreens
- Contain Oxybenzone
- Contain Octyl Methoxycinnamate
- Contain Titanium Dioxide & Zinc Oxide (both microfine)

#### SPF 30 Sensitive Sunscreen
- Contains Titanium Dioxide & Zinc Oxide (both microfine)

#### SPF 30 Sunscreens
- Contain Microfine Zinc Oxide

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#### Useful UV Spectrum Blocking Capabilities

**A COMPARISON OF INGREDIENTS**

<table>
<thead>
<tr>
<th>Ingredient</th>
<th>UVB</th>
<th>UVA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oxybenzone (Benzophenone-3)</td>
<td>290m</td>
<td>300m</td>
</tr>
<tr>
<td>Octyl Salicylate (OCS)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Octyl Methoxycinnamate (OMC)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Octyl Dimethyl PABA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Avobenzone</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Octocrylene</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Microfine Titanium</td>
<td></td>
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</tr>
<tr>
<td>Transparent Zinc Oxide</td>
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</tr>
</tbody>
</table>

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SUN PROTECTION

Anti-Aging Solar Defense

• Moisturizing SPF 15
  - Lightweight Lotion
  - UVA & UVB Protection
  - Key Ingredients:
    Aloe Vera, Panthenol,
    UVA/UVB SPF 18
  - Water-Resistant
  - UVA & UVB Protection
  - Key Ingredients:
    Titanium Dioxide, Aloe Vera, Panthenol, Vitamin E

SUN PROTECTION

Helps prevent sunburn, dry skin and peeling. Regular use may also prevent such harmful effects of the sun as skin cancer and premature aging. This non-oily lotion vanishes quickly leaving lightweight emollients to help keep the skin soft and moisturized.

SPF 15 & SPF 18:
• Lightweight lotions – absorb quickly
• UVA & UVB protection:
  Ethyl Hexyl Methoxycinnamate: UVB Sunscreen
  Oxybenzone: UVA absorber that enhances SPF
• Includes antioxidants to protect against free radicals created by the sun

SPF 15
• Contains Aloe, Panthenol, Squalane

SPF 18
• Contains Titanium Dioxide, Aloe Vera, Vitamin E
Moisturizing and Oil Free SPF 30 Sunscreen contains Microfine Zinc Oxide, a non-chemical sunblock that blocks both UVA and UVB radiation. Regular use may also prevent such harmful effects of the sun as skin cancer and premature aging. This non-oily lotion vanishes quickly with no white residue.

- Does not cause any irritation or sensitivity on the skin
- Lightweight lotion – absorbs quickly
- Broad Spectrum protection from both UVA & UVB rays

**Microfine Zinc Oxide:** blocks both UVA & UVB rays and provides the broadest spectrum protection of any single sunscreen ingredient; excellent for sensitive skin.

**Octyl Methoxycinnamate:** FDA-approved sunscreen with excellent UV absorption capability, good safety profile and non-comedogenic.

**Oxybenzone:** FDA-approved sunscreen classified as a UVA absorber.

**Vitamin E, Pine Bark Extract, Japanese Green Tea Extract, Rosehips Extract, Licorice:** Broad spectrum of free radical fighting antioxidants.
WHITENING SERUM

Lightweight Serum

- Mix of 7 naturally-derived, highly effective lightening botanicals
- Fades & prevents hyperpigmentation
- Inhibits melanin production
- Arbutin, Methyl Dihydroxybenzoate
- Mitracarpus
- AHA/BHA: Bilberry, Willow Bark, Sugar Cane, Sugar Maple, Orange, Lemon

An advanced serum formulated with a mix of 7 highly effective, naturally-derived lightening antioxidants proven to fade and prevent hyperpigmentation, age spots, melasma and post-inflammatory pigmentation. A scientifically advanced formulation utilizes a unique penetrate system to enhance the efficacy.

KEY INGREDIENTS

Arctostaphylos Uva Ursi: Contains active substance known as Arbutin, a natural hydroquinone sugar complex that stops production of melanin by suppressing tyrosinase, the enzyme that converts tyrosine into melanin.

Tetrahexyldecyl Ascorbate, Licorice, Mitracarpus, Mulberry Green Tea, Scutellaria: Stabilized Vitamin C and plant extracts that are potent tyrosinase inhibitors, the enzyme responsible for melanin formation. Antioxidants also inhibit the damaging and aging effects of free radicals.

Bilberry, Willow Bark, Sugar Cane, Sugar Maple, Orange, Lemon: Beta and Alpha Hydroxy Acids exfoliate skin cells to speed lightening of pigmentation and allow effective delivery of actives to deeper layers of the skin. Refines the skin’s texture, brightens the complexion.

INGREDIENTS

Water (Acqua), Vaccinium Myrtillus (Lactic Acid) Fruit/Leaf Extract & Saccharum Officinarum (Sugar Cane) Extract & Acer Saccharum (Sugar Maple) Extract & Citrus Aurantium Dulcis (Orange) Fruit Extract & Citrus Medica Limonum (Lemon) Extract, Salix Alba (Willow) Bark Extract, Tetrahexyldecyl Ascorbate (Vitamin C Ester), Glycerin & Butylene Glycol & Arctostaphylos Uva Ursi (Arbutin) Leaf Extract & Mitracarpus Scaber Extract, Morus Bombycis (Mulberry) Root Extract & Sanguisorba Officinal (Bumet) Extract, Glycyrrhiza Glabra (Licorice) Extract & Scutellaria Baicalensis Root Extract & Polyisorbate 20 & Aminobutyric Acid & Glucosamine HCl & Hydrolyzed Soy Protein, Hydrolyzed Soy Protein, Aloe Barbadensis Extract, Camellia Oleifera Leaf (Green Tea) Extract, Ethoxydiglycol, Xanthan Gum, Isoceteth-20, Phenoxyethanol, Ethylhexylglycerin, Caramel
Alpha Hydroxy Acids (AHAs) have been used for hundreds of years as moisturizers and skin fresheners. French women used aged wine (tartaric acid) to improve their skin. Women of ancient Rome bathed in milk (lactic acid) to soften their skin.

Alpha Hydroxy Acid products have been available since around 1989. The benefits of alpha hydroxy acids have been scientifically studied for years. These studies have shown that AHA’s, particularly Glycolic Acid, help remove the buildup of dead skin cells of the stratum corneum. As a result, the skin has a smoother texture, fine lines are minimized, follicular congestion and hyperpigmentation are reduced and the skin radiates a healthy, youthful glow.

AHA’s work particularly well with photo-aged skin, acne-prone skin and hyperpigmented skin. The reason is because they all have one thing in common – abnormal keratinization, or an abnormal buildup of dead skin cells.
AHAs are a group of structurally related organic acids found in natural sources or synthesized in the laboratory. They are used in skin care formulations to promote desquamation (cellular exfoliation), stimulate cellular renewal and thin the stratum corneum.
BETA HYDROXY ACIDS

Smooth the Skin by Dissolving Corneocytes

<table>
<thead>
<tr>
<th>Acid</th>
<th>Source</th>
<th>Molecular Weight</th>
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<tr>
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<td>104</td>
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<tr>
<td>Salicylic</td>
<td>Willow Bark,</td>
<td>138</td>
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<td></td>
<td>Wintergreen</td>
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Effect is less potent than AHA’s

BETA HYDROXY ACIDS

Beta Hydroxy Acids work by speeding up the turnover of skin cells. They dissolve the glue that holds corneocytes or dead skin cells in the top layers, allowing the fresh cells beneath to emerge.

BHA’s smooth the skin and allow the normal shedding process to occur. The effects are less potent than those of the Alpha Hydroxy Acids.

Salicylic Acid is found naturally in willow bark, wintergreen leaves and sweet birch.
HOW AHA’S WORK

AHA’s Diminish Corneocyte Cohesion at Lower Levels of Stratum Corneum

- **Disrupt ionic bonding between cellular glue and corneocytes**
- **Dissolve lipid bonds between cells**
- **Penetrate by lipid phase of intercellular cement**

**Corneocytes** are held together by ionic bonding forces of the cellular glue. AHAs disrupt this ionic bonding or ‘corneocyte cohesion’ between the cells by dissolving the lipid bonds between the cells at the lower levels of the stratum corneum. Corneocyte cohesion refers to the intercellular cement or “glue-like” bonding between the cells.

AHAs penetrate by using the lipid phase of the intercellular cement as its pathway into the stratum corneum. It helps to visualize the intercellular cement as an emulsion, a mixture of water and oil. AHAs interfere, or disorganize the lipid (oil) phase of the intercellular cement. As glycolic acid has the lowest molecular weight of all of the AHAS, it penetrates faster.
The pH scale measures the acidity or alkalinity of a solution. It ranges from 0 to 14. A pH of 7 means it is a neutral solution. Pure water has a pH of 7. A pH of less than 7 means the solution is acidic. A pH of more than 7 means the solution is alkaline. The less pH, the more acidic the solution is. The more pH, the more alkaline the solution is.

The pH scale is logarithmic which means that moving one unit either way on the pH scale results in a 10 fold increase in the degree of alkalinity or acidity.

Each whole pH value below 7 is ten times more acidic than the next higher value. For example, a pH of 4 is ten times more acidic than a pH of 5 and 100 times (10 times 10) more acidic than a pH of 6. The same holds true for pH values above 7, each of which is ten times more alkaline (another way to say basic) than the next lower whole value. For example, a pH of 10 is ten times more alkaline than a pH of 9.
SKIN pH

As sebum and sweat mix upon the skin surface, they form a protective layer often referred to as the acid mantle. The skin’s acid mantle has a particular level of acidity characterized by pH from about 4 to 5.5.

In addition to helping protect skin from “the elements” (such as wind or pollutants), the acid mantle also inhibits the growth of harmful bacteria and fungi. If the acid mantle is disrupted or loses its acidity, the skin becomes more prone to damage and infection. The loss of acid mantle is one of the side-effects of washing the skin with soaps or detergents with an alkaline pH.

Our skin is one of the best defenses against germs for several reasons. The top layers of cells are dry and densely packed. The dryness and close quarters of this first line of defense make it inhospitable to many bacteria. Salty secretions from sweat glands create an environment that is hyperosmotic (high salt concentrations pull water from inside the bacteria, dehydrating them) and thus discouraging to bacteria. However, some bacteria do naturally associate with skin. Rather than harming us these bacteria actually help protect us and are referred to as the microflora. First, colonization of the skin by harmless bacteria means that there are few resources available for pathogenic bacteria because the microflora out compete the incoming pathogen. Second, some resident microflora help lower the pH of skin. A slightly acidic pH (4-6) helps deter colonization by non-resident bacteria and pathogens because many bacteria can survive only in a narrow pH range near neutral. The acidic conditions of the skin are caused by secretions from sweat glands, skin oil, and the breakdown of fatty acids by Staphylococcus epidermis. Thus a resident microflora species is partly responsible for the acidic pH of skin.
Neutralization raises the pH of a product. Ingredients commonly used for neutralization include ammonium hydroxide, sodium hydroxide and triethanolamine.

Neutralizing reduces the amount of free acid in the product. Free acid refers to the amount of acid actually available. For example, say you had a tank of acid and put sodium hydroxide in the tank. The sodium hydroxide attaches to the acid, it's going to bind up some of the acid. It will raise the pH and lower the acid available. Lower pH formulas have more bioavailability since more free acid is present.

27% of a 5% Glycolic acid solution with a 3.0 pH will absorb into the skin, compared to only 3% with a pH of 7.

The percentage of free acid, as expressed by pH, is an excellent indicator for efficacy and potential for irritation. AHA formulas are more effective with a lower pH. There is however, a greater risk of irritation and stinging. Most retail products have been buffered to some degree to limit the stinging and discomfort of the acid.
BUFFERING

Resists pH Changes With Addition of Acid or Alkali

Ingredients commonly used for buffering:

- Sodium Glycolate
- Phosphoric Acid
- Monosodium Phosphate

• pH of acid can be maintained

• Reduces amount of free acid in product

BUFFERING

Buffering creates a solution that resists pH changes when an acid or alkali is added. When buffering occurs, the pH of the acid can be maintained. Ingredients commonly used for buffering include Sodium Glycolate, Phosphoric Acid and Monosodium Phosphate.

Just like neutralization, buffering reduces the amount of free acid in a product. The percentage of free acid, as expressed by pH, is an excellent indicator for efficacy and potential for irritation.
**BENEFITS OF AHA’S**

- **Retexturizing**
- **Smoothes Fine Lines and Wrinkles**
- **Improves Tone and Clarity**
- **Management of Acne-Prone Skin**
- **Reduces Follicular Congestion**
- **Fades Pigmentation**
- **Opens the Pathway of Penetration**

**BENEFITS OF AHA USE**

- **Retexturizing:** Removes build-up of dead skin cells that can cause an uneven appearance in texture. Stimulates cell renewal. Reveals smoother, fresh, younger-looking skin.

- **Smoothes Lines:** Thins the stratum corneum, evens the "hills & valleys" of the skin's surface. Thickens the dermis by increasing moisture in 'gags' – glycosaminoglycans.

- **Improves Tone:** AHAs thin the stratum corneum. The skin becomes more translucent. Enhances firmness by producing densely populated epidermal cells.

- **Management of Acne-Prone Skin / Reduces Follicular Congestion:** Removes surface dead skin cells and within the follicle, which helps prevent the follicle from becoming clogged. Reducing follicular debris and retention greatly reduces the development of new comedones. AHAs are effective in "opening up" the follicles because they interfere with corneocyte bonds that hold the dead cells together. With the follicles opened, other treatment products, such as Benzoyl Peroxide, can penetrate into the follicles to kill bacteria and interrupt the Retention Hyperkeratosis process.

- **Fades Pigmentation:** Reduces pigment buildup in the stratum corneum. Irregularities in pigmentation can fade or disappear.
POTENTIAL SIDE EFFECTS

1. Increase sensitivity to UV exposure

2. Stimulate inflammation mediators (cytokines)
   - Long term inflammation may contribute to breakdown of collagen - creates collagenase

3. Induce hyperpigmentation

4. Adverse reactions:
   - Burning, redness, swelling, blistering, rashes

1. AHA’s increase sensitivity to UV exposure.

2. AHA’s can stimulate inflammation mediators, called cytokines. Long term inflammation may contribute to the breakdown of collagen by creating collagenase.

3. AHA’s may induce hyperpigmentation.

4. Adverse reactions include burning, redness, swelling, blistering and rashes.
MINIMIZE SIDE EFFECTS

1. Daily use of sunscreen SPF 15 or higher
   - For UV protection & prevent hyperpigmentation

2. Recommend appropriate % for home use

3. Recommend appropriate Gel Hydrator & Cream

4. Put client on AHA homecare 1 – 2 wks prior to professional treatment

MINIMIZING AHA SIDE EFFECTS

1. To counteract skin sensitivity to UV exposure, recommend a sunscreen SPF 15 or higher for daily use.

2. To counteract inflammation mediators, recommend the appropriate AHA percent for homecare products.

3. To protect against hyperpigmentation, recommend a sunscreen SPF 15 or higher for daily use. If hyperpigmentation occurs, recommend ONLY YOURx Whitening Serum or Bleaching Lotion.

4. To prevent adverse reactions, follow the guidelines usage by incorporating ExfoGel slowly into the client’s homecare regimen, as well as recommending the appropriate AHA percent. Also, make sure to include the appropriate Gel Hydrator and Cream into the homecare routine.

5. Put your client on the ExfoGel AHA homecare 2 weeks prior to giving a professional glycolic treatment. This will acclimate the skin and help prevent adverse reactions.
EXFOGEL™

Alpha Hydroxy Acid Home Care Exfoliating System

A complete home care regimen designed to help promote softer, smoother, clearer skin and to visibly reduce the appearance of fine lines and an uneven skin tone.
GENTLE CITRUS CLEANSER

Water-based Foaming Gel

- Gentle foaming action
- Water rinsable
- Removes makeup, dirt, excess oil
- Fresh, citrus scent

1% Glycolic Acid, Decyl Glucoside, Green Tea, Oat Extract, Panthenol

A refreshing water-rinsable, foaming gel cleanser with 1% glycolic acid rids the skin of makeup, oils and impurities. Gentle plant-based cleansing agent cleans without compromising the skin’s moisture barrier. Green Tea, Oat and Panthenol soften and soothe the skin.

USE INSTRUCTIONS
Apply to face, work in circular motions -- rinse with warm water.

KEY INGREDIENTS
- **Disodium Laureth Sulfo succinate**: Very gentle, non-stripping cleansing agent used in baby shampoos and cleansing agent for sensitive skin. Biodegradable.
- **Glycolic Acid**: Included to gently loosen dead skin cells.
- **Green Tea**: Caffeine and other xanthines present in this extract have been shown to reduce skin irritation by suppressing inflammation and counteracting irritation. It greatly soothes and calms skin sensitivities. Powerful antioxidant.

INGREDIENTS
Water, Methyl Gluceth-20, Disodium Laureth Sulfo succinate, Cocamidopropyl Betaine, Sodium Lauryl Sulfo acetate, Avena Sativa (Oat) Kernel Extract, Camellia Oleifera (Green Tea) Leaf Extract, Panthenol, Allantoin, Glycerin, Glycolic Acid, PEG-7 Glyceryl Cocoate, Polysorbate 20, Acrylates/C10-30 Alkyl Acrylate Crosspolymer, Aminomethyl Propanol, Disodium EDTA, Phenoxyethanol, Ethylhexylglycerin, Potassium Sorbate, Fragrance, Red 40
This multifunctional toner with 1% glycolic acid assists in the cleansing process, removing all traces of impurities while loosening dead skin cells.

**USE INSTRUCTIONS**
Spritz on after cleansing to ensure all traces of cleanser and impurities have been removed from the skin.

**KEY INGREDIENTS**

*Glycolic Acid:* Assists in loosening dead skin cells.

*Cranesbill Lemon Peel, Burdock, Lemongrass:* Cleansing, astringent and purifying properties.

*Witch Hazel:* Extract of Hamamelis plant, it has astringent and purifying properties due to tannins. Used for congested follicles as it removes excess oil without drying the skin. The presence of flavonoids stimulate micro-circulation and inhibit free radicals.

*Chamomile, Calendula:* Anti-inflammatory, repairing and soothing. Calms irritations.

**INGREDIENTS**
RETEXTURIZING CREAM

Cream-based AHA

- Gentlest AHA exfoliant
- For very dry, sensitive skin such as Rosacea
- Stimulates cell renewal
- Diminishes dead cell buildup
- 7% Glycolic Acid, Panthenol
  Superoxide Dismutase,
  Tocopherol Linoleate

RETEXTURIZING CREAM

This exfoliation assistance cream was designed with the drier, more sensitive skins in mind. Because the cream matrix does not allow for quick penetration, this glycolic acid based cream does not have the potential for irritation that the ExfoGel liquid exfoliants have. Instead this dual purpose cream works on the surface skin cells moisturizing and loosening to assist in a more even exfoliation for a glowing complexion.

USE INSTRUCTIONS
Apply to clean skin on the face and neck. Follow with appropriate gel hydrator and moisturizer.

KEY INGREDIENTS

Glycolic Acid: The most penetrating AHA, it delivers fast results of smoothing and retexurizing.

Superoxide Dismutase: An enzyme that serves as an inhibitor of free radical production and a free radical scavenger. In cells it constitutes a natural defense system against activated oxygen species.

Tocopherol Linoleate: Lipid emollient to replace the intercellular lipids that hold moisture in the skin.

Panthenol: Excellent humectant, penetrating moisturizer. Aids in tissue repair.

INGREDIENTS
Water, Glycolic Acid, Octinoxate, C12-15 Alkyl Benzoate, Methyl Gluceth-20, Glyceryl Stearate, Stearic Acid, PEG-100 Stearate, Cetyl Esters, Dimethicone, Cetearyl Alcohol, Ceteareth-20, Panthenol, Lecithin, Superoxide Dismutase, Tocopherol Linoleate, Xanthan Gum, Polysorbate 20, Polysorbate 60, Carbomer, DEA-Cetyl Phosphate, Hydroxyethylcellulose, Phenoxyethanol, Potassium Sorbate, Sodium Hydroxide
EXFOGEL 5%

Aloe Vera-based Gel

- Gentle AHA exfoliant
- For Very Dry and Dry Skin
  For Skin Types I & 2
- Diminishes dead cell buildup
- Reduces follicular congestion
- Smooths lines, refines skin texture
- 5% Glycolic Acid, Aloe Vera, Panthenol, Bisabolol, Chamomile, Peppermint & Grapefruit Oil

EXFOGEL 5%

This Aloe Vera-based gel with 5% glycolic acid is recommended for very dry and dry skin. This fast-absorbing gel assists the skin's own natural exfoliation process. Aloe Vera soothes and softens the skin.

USE INSTRUCTIONS
Start the client out slowly by having them apply ExfoGel 5 to a clean face every other day in the evening. As the skin acclimates, apply the product every day in the evening.

During a series of peels, homecare use of this product should cease 48 hours prior to the treatment and 48 hours after the treatment. This will help reduce sensitivity during the treatment procedure.

KEY INGREDIENTS
Glycolic Acid: Diminishes corneocyte cohesion — dissolves the lipid bonds between the cells at the lower levels of the stratum corneum for a deeper exfoliation. The most penetrating AHA, glycolic acid delivers the fastest results of smoothing and retexturizing.

Aloe Vera: Its dramatic healing properties are due to its amino acids, the building blocks for the formation of new cells. Aloe reduces inflammation, swelling, redness and itching. Its moisturizing activity enables water retention at the epidermis level.

INGREDIENTS
Water, Glycolic Acid, Glycerin, Aloe Barbadensis Leaf Juice, Isoceteth-20, Alpha-bisabolol, dl-Panthenol, Allantoin, Chamomilla Recutita (Matricaria) Flower Extract, Peppermint Oil, Grapefruit Oil, Hydroxyethylcellulose, Phenoxyethanol, Potassium Sorbate, Sodium Hydroxide, Blue 1
EXFOGEL 7.5%

Aloe Vera-based Gel

- Medium AHA exfoliant
- For Combination & Oily Skin
  For Skin Types 3 & 4
- Diminishes dead cell buildup
- Reduces follicular congestion
- Smoothes lines, skin texture
- 7.5% Glycolic Acid, Aloe Vera, Panthenol, Bisabolol, Chamomile, Peppermint & Grapefruit Oil

EXFOGEL 7.5%

Our medium strength, Aloe Vera based gel with 7.5% glycolic acid is recommended for normal to oily skin (Skin Types 3 and 4). This fast-absorbing gel assists the skin’s own natural exfoliation process.

USE INSTRUCTIONS
Start the client out slowly by having them apply ExfoGel 7.5 to a clean face every other day in the evening. As the skin acclimates, apply the product every day in the evening.

During a series of peels, homecare use of this product should cease 48 hours prior to the treatment and 48 hours after the treatment. This will help reduce sensitivity during the treatment procedure.

KEY INGREDIENTS

**Glycolic Acid:** Diminishes comeocyte cohesion -- dissolves the lipid bonds between the cells at the lower levels of the stratum corneum for a deeper exfoliation. The most penetrating AHA, glycolic acid delivers the fastest results of smoothing and retexturizing.

**Aloe Vera:** Its dramatic healing properties are due to its amino acids, the building blocks for the formation of new cells. Aloe reduces inflammation, swelling, redness and itching. Its moisturizing activity enables water retention at the epidermis level

INGREDIENTS

Water, Glycolic Acid, Glycerin, Aloe Barbadensis Leaf Juice, Isoceteth-20, Alpha-bisabolol, dl-Panthenol, Allantoin, Matricaria Flower Extract, Peppermint Oil, Grapefruit Oil, Hydroxyethylcellulose, Phenoxyethanol, Potassium Sorbate, Sodium Hydroxide, Blue 1, Red 33
EXFOGEL 10%

Aloe Vera-based Gel

- Strong AHA exfoliant
- For Very Oily, Thick Skin
- For Skin Types 4 & 5
- Diminishes dead cell buildup
- Reduces follicular congestion
- Smoothes lines, skin texture
- 10% Glycolic Acid, Aloe Vera, Panthenol, Bisabolol, Chamomile, Peppermint & Grapefruit Oil

EXFOGEL 10%

Our strongest strength, Aloe Vera based gel with 10% glycolic acid is recommended for thick, oily skin (Skin Types 4 and 5). This fast-absorbing gel assists the skin's own natural exfoliation process.

USE INSTRUCTIONS

Start the client out slowly by having them apply ExfoGel 10 to a clean face every other day in the evening. As the skin acclimates, apply the product every day in the evening.

During a series of peels, homecare use of this product should cease 48 hours prior to the treatment and 48 hours after the treatment. This will help reduce sensitivity during the treatment procedure.

KEY INGREDIENTS

Glycolic Acid: Diminishes corneocyte cohesion — dissolves the lipid bonds between the cells at the lower levels of the stratum corneum for a deeper exfoliation. The most penetrating AHA, glycolic acid delivers the fastest results of smoothing and retexturizing.

Aloe Vera: Its dramatic healing properties are due to its amino acids, the building blocks for the formation of new cells. Aloe reduces inflammation, swelling, redness and itching. Its moisturizing activity enables water retention at the epidermis level.

INGREDIENTS

Water, Glycolic Acid, Glycerin, Aloe Barbadensis Leaf Juice, Isoceteth-20, Alpha-bisabolol, dl-Panthenol, Allantoin, Matricaria Flower Extract, Peppermint Oil, Grapefruit Oil, Hydroxyethylcellulose, Phenoxyethanol, Potassium Sorbate, Sodium Hydroxide, Red 40
MOISTURE SEAL

Water-based Gel

- Powerful hydrator
- Locks in moisture
- Accelerates healing
- Repairs moisture barrier
- Soothes sensitivities
- Polyglyceryl methacrylate, Panthenol, Dimethicone, Allantoin

MOISTURE SEAL GEL

Water-based gel provides quick absorption to lock moisture in the surface skin cells. The soothing plant extracts quickly calm any skin irritation while Panthenol deeply hydrates the skin and promotes healing.

PROFESSIONAL USE

Use in any treatment to provide extra hydration.

KEY INGREDIENTS

Glyceryl Polyacrylate: Excellent moisture-sealing properties that alleviates dehydration, irritation, flaking, peeling and rough skin. Wound healing properties soothes and calms sensitized skin. Assists in moisture barrier repair.

Panthenol: On the skin surface, acts as a humectant and moisturizes. A small molecule, it easily penetrates the skin and is converted into pantothenic acid (Vitamin B5) which is found in every living cell and is a normal constituent of healthy skin. It promotes normal keratinization and is known for its exceptional healing property.

Dimethicone: An organic silicone naturally found in Horsetail extract that forms a breathable barrier to smooth and protect skin’s moisture barrier.

Allantoin: Active soothing component of the Comfrey root, it is an exceptional healing agent. Allantoin is a cell-proliferant that promotes the growth of connective tissue and is easily absorbed through the skin.

INGREDIENTS

Water, Glycerin, Panthenol, Dimethicone, Glyceryl Polyacrylate, Allantoin, Carbomer, Trimethamine, Phenoxyethanol, Ethylhexylglycerin, Potassium Sorbate
MOISTURE REPLACEMENT CREAM

Oil-Enriched Cream

- Good for Skin Types 1, 2 & 3
- Counteracts excessive dehydration, irritation from Alpha Hydroxy Acid
- Repairs barrier function
- Accelerates healing
- Sunflower Oil, Borage Oil, Dimethicone, Panthenol, Retinyl Palmitate, Collagen

This unique, high performance cream was designed for drier skins to protect the delicate intercellular lipids that are vulnerable with the use of Alpha Hydroxy Acids. Borage and Sunflower Seed Oil help the skin to retain moisture thus increasing elasticity and skin tone. Plant collagen and Vitamin E offer moisture-binding ability, leaving the skin soft and supple.

PROFESSIONAL USE

Use in any treatment to seal in moisture to maximize the effects of the treatment.

KEY INGREDIENTS

**Hybrid Sunflower Oil:** Contains high content of gamma linoleic acid, an essential fatty acid that is naturally present in skin lipids, giving it great affinity to epidermis. Helps protect and maintain the skin’s barrier naturally within the stratum corneum.

**Borage Oil:** Rich in Omega-6 lipids, it metabolizes into the structural lipids. Contains linoleic acid and gamma-linolenic acid that belong to a group of essential fatty acids that repair and maintain the natural moisture barrier of the skin.

**Retinyl Palmitate:** Ester of retinol and palmitic acid and is an antioxidant. It acts as an antikeratinizing agent, helping the skin stay soft and plump, while improving its water-barrier properties. Studies have shown it increases collagen synthesis, skin thickness and elasticity.

**Pseudo collagen:** Extracted from brewers yeast, it has excellent moisture-binding and film forming properties.

INGREDIENTS

REDEFINING EYE CREAM

Lightweight AHA Cream

• 3% Fruit Acids
• Softens fine lines
• Prevents milia
• SPF 8
• Bilberry, Sugar Cane, Lemon, Orange, Sugar Maple, Hybrid Sunflower Seed Oil

REDEFINING EYE CREAM

This lightweight eye cream contains a blend of 3% fruit acids that help diminish the appearance of fine lines and wrinkles while it also helps prevent the formation of milia so characteristic in the eye area. SPF 8 helps protect the eyes from UV damage.

USE INSTRUCTIONS
Gently pat a small amount around eye area, working from outer corner of eye inward.

KEY INGREDIENTS

Hybrid Sunflower Oil: Contains high content of gamma linoleic acid, an essential fatty acid that is naturally present in skin lipids, giving it great affinity to epidermis. Helps protect and maintain the skin’s barrier naturally within the stratum corneum.

Bilberry, Sugar Cane, Lemon, Orange, Sugar Maple: Synergistic blend of fruit acids assist in gentle exfoliation.

Tocopheryl Linoleate: Repairs and protects the skin’s moisture barrier. Gives exceptionally long lasting moisturization to the skin and is an antioxidant.

INGREDIENTS
Water, Octyl Methoxycinnamate, Bilberry, Sugar Cane, Lemon, Orange, Sugar Maple, Glyceryl Stearate (and) PEG 100 Stearate, Methyl Gluceth-20, Stearic Acid, Sunflower Seed Oil, Cetyl Esters, Cetearyl Alcohol (and) Ceteareth-20, Cyclomethicone, DEA-Cetyl Phosphate, Polysorbate-60, Tocopheryl Linoleate, Propylene Glycol, Aminomethyl Propanol, Potassium Sorbate Disodium EDTA, Xanthan Gum, Phenoxyethanol, Ethylhexylglycerin
BODY SMOOTH

AHA Body Lotion

- 10% Fruit Acids
- Exfoliates dead skin cells
- Smoothes rough skin
- Softens and moisturizes
- Sunflower Seed Oil, Ceramides, Panthenol, Vitamin E, Bilberry, Sugar Cane, Lemon, Orange, Sugar Maple

This luxurious body lotion with natural fruit acids, plant oils and ceramides whisks away dead skin cells and leaves skin silky soft. Continuous use fades age spots and helps to prevent ingrown hairs.

USE INSTRUCTIONS
Use daily after showering – massage into skin.

KEY INGREDIENTS

Hybrid Sunflower Oil: Contains high content of gamma linoleic acid, an essential fatty acid that is naturally present in skin lipids, giving it great affinity to epidermis. Helps protect and maintain the skin’s barrier naturally within the stratum corneum.

Bilberry, Sugar Cane, Lemon, Orange, Sugar Maple: Synergistic blend of fruit acids assist in gentle exfoliation.

Ceramides: Biomimetic lipid matrix that repairs and maintains the functionality of the skin’s lipid moisture barrier. Reverses transepidermal water loss, dehydration and dryness. Increases skin firmness and elasticity.

INGREDIENTS
Water, Vaccinium Myrtillus (Bilberry) Fruit/Leaf Extract, Helianthus Annuus (Sunflower) Seed Oil, C12-15 Alkyl Benzoate, Cetearyl Alcohol, Saccharum Officinarum (Sugar Cane) Extract, Dimethicone, Ceteareth-20, Ceramide 2, Citrus Medica Limonum (Lemon) Peel Extract, Citrus Aurantium Dulcis (Orange) Fruit Extract, Acer Saccharum (Sugar Maple) Extract, Glycine Soja (Soybean) Seed Extract, Panthenol, Tocopheryl Acetate, Polyacrylate-13, Polyisobutene, Polysorbate 20, Xanthan Gum, Disodium EDTA, Phenoxyethanol, Ethylhexylglycerin, Potassium Sorbate, Fragrance
EXFOGEL INSTRUCTIONS

ExfoGel exfoliation assistors should be introduced slowly into a skin care program. If any dryness, peeling or irritation occurs, discontinue use for a day or so and re-introduce slowly. By introducing the skin to these products slowly, you will be able to determine the individual's comfort level. Results vary, for some three applications a week are sufficient, others get the best results applying the product twice a day.

1. To minimize skin reactions, start exposure to ExfoGel slowly and recommend the correct percent for the skin type.

   - Extremely Dry and/or Sensitive Skin  Retexturizing Cream
   - Very Oily, Thick Skin  ExfoGel 10%
   - Combination / Oily Skin  ExfoGel 7.5%
   - Normal to Dry Skin  ExfoGel 5%
   - Extremely Dry / Sensitive Skin  Retexturizing Cream (Buffered 7%)

2. Thoroughly explain the side effects of using ExfoGel to your client so they know what to expect (i.e., dehydration, stinging, etc.).

3. Send client home with instructions – use the ExfoGel Home Care Cards.
HOME CARE ROUTINE

1. Cleanse
2. Tone
3. ExfoGel AHA
4. Hydrate
5. Protect

Follow These 5 Easy Steps Morning and Evening:

Step 1. CLEANSE
Apply Gentle Citrus Cleanser to damp skin. Work around the face in upward circles. Rinse with lukewarm water.

Step 2. SPRAY ON TONER
Mist the face and neck with Rehydrante Toner.

Step 3. EXFOLIATE
Apply ExfoGel 5, 7.5 or 10 (use the strength recommended for your skin type) with a cotton pad or fingertips to the face. Or, apply Retexturizing Cream. Apply a small amount to the face and neck.

Step 4. HYDRATE
Follow the application of the ExfoGel, with Moisture Seal to the face and neck.

Step 5. LOCK IN MOISTURE
Apply Moisture Replacement Cream – and/or SPF 30 sunscreen (Moisturizing, Oil Free or Sensitive)
Apply the Redefining Eye Cream by patting a small amount around the eye contour.

Note: You must wear a sunscreen daily when using any alpha hydroxy acid product.
INCORPORATING OTHER PRODUCTS

1. **Whitening Serum or Bleaching Lotion:**
   - Apply after Step 3 (ExfoGel AHA) to the face or with a Q-tip on the pigmented area. Follow with Gel Hydrator and Sunblock.

2. **Scrub and Mask**
   - Apply after Step 2 (Toner) and skin AHA use that day. Apply mask, leave on 15-20 minutes. Moisten mask and remove with Scrub in gentle circular motions. Rinse.

3. **Specialty Serum** - Apply after Step 2 (Toner). Skip AHA use that day or use at alternate time of day (serum in morning, AHA at night). Apply serum to face. Follow with Step 4 and 5 (Gel Hydrator and Moisturizer and/or Sunscreen).
CONSULTATION

An In-depth Consultation Will Prove Invaluable

1. Better educated client, more compliant
2. Will follow prescribed homecare
3. Will book in salon treatments
4. Better outcome achieved

CONSULTATION

The better educated the client is about aging skin, the more compliant he or she will be with treatment and a better outcome achieved. An in-depth skin care consultation will prove invaluable in developing an effective anti-aging treatment program.

Important considerations include a basic discussion of the nature and progression of aging skin, factors that accelerate aging skin, a thorough discussion of proper usage of products, potential side effects and ways to minimize them. It is important to stress the need for compliance with the prescribed homecare regimen and in salon treatments for therapeutic effects to be realized.

Educational materials, such as the ONLY YOURx Client Homecare Cards and Treatment Series brochures, should be given to the client during the consultation to complement clinical interaction and increase compliance of the homecare regimen.

Clients should be given realistic expectations about their treatment program, along with good follow-up. These measures can contribute to the ultimate success of treatment.
ITEMS NEEDED FOR CONSULTATION

1. Client File Folder
2. DermaPrint Form
3. Series Brochures
4. Client Home Care Card
5. Highlighter Pen

CONSULTATION ITEMS NEEDED

DermaPrint Skin Analysis Form & Highlighter or Pen
The heart of DermaSolutions™, the DermaPrint form is the key to recommending appropriate skin care products and in-salon treatments, all geared for your client's specific needs.

Client File Folder
An extremely important tool, the Client File Folder provides full details of the client's present skin care routine, allergies, medication, medical history, diet, lifestyle and environmental factors that affect the health of the skin. It is also used to record the appointment dates, treatments given, products purchased, as well as a file to keep the client's DermaPrint Skin Analysis form and custom blended formulas.

Client Homecare Cards
Easy to follow and understand, these cards will help your client to use their products to get the maximum results possible.

Series Brochures
Explains to the client – a description of the treatments given in the particular series.
To determine which treatment series is needed, complete steps 2 and 3 on the DermaPrint form.

1. **Step 2 – Identify Skin Conditions.**

   You will transfer this information to Step 3, “State of Skin Condition Group” which will determine if the client has inflamed or non-inflamed acne.

2. **Step 3, DermaPrint form – “Determine State of Skin Condition (SOS) Group”**
## IDENTIFY SKIN CONDITIONS

### Step 2 on the DermaPrint form:

Identify and highlight all of the client’s skin conditions.

<table>
<thead>
<tr>
<th>Skin Condition</th>
<th>Circle Location of Each Skin Condition</th>
<th>Treatment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dehydration</td>
<td>ALL 1 2 3 4 5 6 7 Back</td>
<td>Moisture Boost</td>
</tr>
<tr>
<td>Acne Lesions</td>
<td>ALL 1 2 3 4 5 6 7 Back</td>
<td>Tissue Healing</td>
</tr>
<tr>
<td>Follicular Congestion</td>
<td>ALL 1 2 3 4 5 6 7 Back</td>
<td>Deep Tissue Cleaning</td>
</tr>
<tr>
<td>Fine Lines</td>
<td>ALL 1 2 3 4 5 6 7 Back</td>
<td>Tissue Renewal</td>
</tr>
<tr>
<td>Loss of Elasticity</td>
<td>ALL 1 2 3 4 5 6 7 Back</td>
<td>Tissue Toning</td>
</tr>
<tr>
<td>Irregular Pigmentation</td>
<td>ALL 1 2 3 4 5 6 7 Back</td>
<td>Cellular Renewal</td>
</tr>
<tr>
<td>Capillary Distention</td>
<td>ALL 1 2 3 4 5 6 7 Back</td>
<td>Capillary Caim</td>
</tr>
</tbody>
</table>

**Legend:**
- Mild
- Moderate
- Severe
STEP 3. DETERMINE STATE OF SKIN CONDITION GROUPS

Step 3 of the DermaPrint™ form, “State of Skin Condition Group” has 2 categories that relate to acne – “Follicular Congestion Inflamed” and “Follicular Congestion Non-Inflamed.” It is important to determine which group the client falls into because it will then determine which Treatment Program Series is needed first.

State of Skin Condition Groups are listed in order of treatment priority from left to right.

From the Skin Conditions you highlighted in section 2, circle or highlight the same conditions, from left to right, under State of Skin Condition Groups.

Determine which box has the greatest priority of skin conditions marked, from left to right.

Circle the determined State of Skin Condition Group.

Our example client falls into the SOS Group “Follicular Congestion Inflamed.”
**DERMASOLUTIONS™ TREATMENT SERIES PROGRAM**

### 3. Determine the DermaPrint™ State of Skin Condition Groups

<table>
<thead>
<tr>
<th>SENSITIZED</th>
<th>FOLLICULAR CONGESTION</th>
<th>UNBALANCED</th>
<th>FOLLICULAR CONGESTION</th>
<th>CELLULAR AGING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Closed</td>
<td>Comedones - Open</td>
<td>Large (More than 5)</td>
<td>Pustules - Large (More than 5)</td>
<td>May also have:</td>
</tr>
<tr>
<td>May also have:</td>
<td>Dermatitis</td>
<td>Oysters</td>
<td>May also have:</td>
<td>Sensitized - Chronic</td>
</tr>
<tr>
<td>Integrity</td>
<td></td>
<td></td>
<td></td>
<td>Compromised Barrier</td>
</tr>
</tbody>
</table>

- Dehydration
- Loss of Elasticity
- Capillary Distention
- Capillary Distention
- Non-Inflamed
- Inflamed
- Irregular Pigmentation
- Tissue Congestion

- Based on Step 3 and Step 4, the “CELLULAR ANTI-AGING SERIES” will be recommended to our example client.

### 4. Choose the appropriate DermaSolutions™ Treatment Program

<table>
<thead>
<tr>
<th>TISSUE DESENSITIZING</th>
<th>TISSUE RE-BALANCING</th>
<th>TISSUE DEFOCUSING</th>
<th>CELLULAR ANTI-AGING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tissue Healing (7)</td>
<td>Deep Tissue Cleaning (36)</td>
<td>Moisture Boost (7)</td>
<td>Tissue Healing (7)</td>
</tr>
<tr>
<td>Tissue Healing (7)</td>
<td>Deep Pore Cleansing (3)</td>
<td>Deep Tissue Cleaning (3)</td>
<td>Tissue Healing (7)</td>
</tr>
<tr>
<td>Moisture Boost (7)</td>
<td>Deep Pore Cleansing (3)</td>
<td>Deep Pore Cleansing (3)</td>
<td>Tissue Healing (7)</td>
</tr>
</tbody>
</table>

- Based on Step 3 and Step 4, the “CELLULAR ANTI-AGING SERIES” will be recommended to our example client.

**DETERMINE TREATMENT SERIES**

The appropriate Treatment Program correlates directly to the State of Skin Condition Group.

Once you have determined the SOS group, the Treatment Program is located directly under the SOS group.

Based on Step 3 and Step 4, the “CELLULAR ANTI-AGING SERIES” will be recommended to our example client.

Each treatment program contains a series of 6 facials.

The numbers after each treatment represent the “ideal” days between each treatment for rapid, maximum results.
PROFESSIONAL USE
KO 35% GLYCOLIC ACID

Dissolves Skin Cells & Cell-Binding Cement, Eases Extraction, Smoothes Skin Texture, Softens Lines & Wrinkles

• Strongest AHA Exfoliant
• New Gel-Base pH 2.0
• Maximum exfoliation
• Free Acid Range 35%
• Key Ingredients:
  - 35% Glycolic Acid, Aloe Vera Gel

• Also available at 30% with a pH of 3.0

KO 35 - 35% Glycolic Acid

Our professional strength glycolic acid – KO 35 - disrupts the ionic bonding or 'corneocyte cohesion' between the cells by dissolving the lipid bonds between the cells at the lower levels of the stratum corneum.

BENEFITS:
• Dissolves cellular buildup over follicles, easing extraction.
• Smoothes the texture of the skin.
• Reduces and fades pigment buildup in stratum corneum.
• Softens fine lines: thins stratum corneum, evening the 'hills and valleys'.
• Stimulates cell renewal.

KEY INGREDIENTS:
Glycolic Acid: An Alpha Hydroxy Acid that diminishes corneocyte cohesion -- it dissolves the lipid bonds between the cells at the lower levels of the stratum corneum. The most penetrating AHA, glycolic acid delivers the fastest results of smoothing and retexturizing the skin. It is an excellent adjunct for treating aging skin, acne and hyperpigmentation.

Aloe Vera Gel: Reduces inflammation, swelling, redness and itching. Soothing.

INGREDIENTS:
Water, Glycolic Acid, Butylene Glycol, Aloe Barbadensis Leaf Juice, Hydroxyethylcellulose, Sodium Hydroxide, Disodium EDTA, Phenoxyethanol, Ethylhexylglycerin, Potassium Sorbate
How to Use Professional Strength: KO 30 & KO 35

For in salon use only. To be administered by a licensed and competent skin care professional.

Before you begin:

1. Conduct a consultation. Go over the client's questionnaire / Client History Folder
2. Explain the procedure in full to the client and what they can expect to feel during and after treatment.
3. Take a picture of the client before the application of any product.
4. Have the client read and sign the release form. Give a copy to the client and keep a copy for your records.
PRECAUTIONS

1. **NEVER exceed 3 minute contact on the skin**

2. **Avoid sun post-treatment for 48 hours**
   - Always use Sunscreen SPF 15 or greater

3. **Treat every application as if it were the first**

4. **Perform extraction after application of acid**

5. **No waxing 48 hours pre & post treatment**

6. **Discontinue use of home AHA’s 48 hours prior to and after professional treatment**

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**PRECAUTIONS**

1. Do not exceed 3 minutes of KO 35 skin contact.

2. After treatment, avoid sun exposure for 48 hours. Application of an SPF 15 or greater should be applied after every treatment.

3. Treat every application as if it were the first application. Always consult with your client about the previous treatment. It is not always necessary to increase your application time; in fact, you may decrease your application time depending on the perceived sensitivity level.

4. We recommend that extraction be performed after the application of KO 35. Prior extraction can result in increased penetration where the skin barrier has been compromised. This can result in excessive stinging, a scab or peeling.

5. We recommend that waxing procedures be performed the week prior to a treatment and not at all during the series of treatments.

6. The penetration of glycolic acid does not occur in a straight line as one might imagine. Once it enters the Corneum, it can disperse laterally. Therefore, penetration can occur where you do not expect it (like Retin A). It is not necessary to apply KO 35 directly to the eye area for it to create a positive improvement to this area.

7. During the treatment series, discontinue the use of ExfoGel exfoliation assistors at home 48 hours prior to a treatment and 48 hours after a treatment to avoid unnecessarily sensitizing the skin.
DO NOT administer a KO 35 treatment if:

- The client is currently on Retin A, Accutane or Prednisone.
- The client has just begun using the Benzoyl Peroxide products (within 2 weeks).
- The client has had their face or neck waxed within 48 hours.
- The client has been out in the sun, wind or if the skin is severely dehydrated.
- The client has had a deep chemical peel or dermabrasion within the last 90 days. Obtain doctors release for a treatment within 6 months of either of these procedures.
- The client has a burn, rash, abrasion or any type of compromised barrier integrity in the areas of application.
- The client has just shaved (male clients).
- The client has active herpes simplex (cold sores).
- This is a first time client.
- The client seems immature and/or has unrealistic expectations about what this treatment will do for them.
- Not recommended for use on pregnant or lactating women.
- You have any doubts at all. Use your judgment and intuition.
**Cellular Sweep Treatment**

**This Treatment Is Indicated For:**
- Fine Lines and Wrinkles
- Rough Texture
- Dull, Asphyxiated Skin
- Follicular Congestion

**Treatment Focus:**
- *Aggressive Exfoliation Of Excessive Corneocytes*
  - to remove cellular buildup over follicular openings
  - for smoother texture & more rapid cellular proliferation
  - to soften fine lines and wrinkles
- *Tissue Healing*
  - desensitize tissue & increase cellular rejuvenation rate

**CELLULAR SWEEP TREATMENT**

Main Treatment Techniques:
- Activate the Self Cleansing Mechanism to purge impactions and cellular waste
- Two periods of exfoliation – enzymatic with 10% AHA, then 35% AHA
- Brief extraction period
- Pre Massage Accelerators to desensitize, accelerate healing and restore lipid barrier.
  - *#1 Ultra Soothing Relief:* Willowherb, Green Tea, Panthenol, Aloe Vera, Licorice, Chamomile, Yarrow
  - *#2 Rapid Tissue Repair:* Mimosa Tenuiflora, Beta Glucan, Centella Asiatica, Calendula, Golden Seal, Arnica, Allantoin
  - *#4 Vital Lipid Repair:* Borage Oil, Flaxseed Oil, Hybrid Sunflower Oil, Squalane, Bisabolol, CoEnzyme Q 10, Rice Bran Oil, Vitamin E
- Pre Mask Accelerator to restore lipid barrier to increase cellular rejuvenation rate.
  - *#4 Vital Lipid Repair:* Borage Oil, Flaxseed Oil, Hybrid Sunflower Oil, Squalane, Bisabolol, CoEnzyme Q 10, Rice Bran Oil, Vitamin E
- Extended Cold Therapy
- Ultra soothing mask

Leaves the skin silky smooth, fades pigmentation, brightens tired features and restores radiant glow.
GLYCOLIC TREATMENT SERIES

This Treatment Is Indicated For:
- Fine Lines and Wrinkles
- Photo-Aged, Rough Texture
- Dull, Asphyxiated Skin
- Follicular Congestion

Schedule Cellular Sweep or AHA Express Treatment:
- In a series of 6 treatments, 1 – 2 weeks apart
- Depending on severity of skin condition, you can schedule up to a series of 18 treatments (3 series of 6)

This treatment is indicated for:
- Fine Lines and Wrinkles
- Photo-Aged, Rough Texture
- Dull, Asphyxiated Skin
- Follicular Congestion

Schedule Cellular Sweep or AHA Express Treatments:
- In a series of 6 treatments, 2 weeks apart
- Depending on severity of skin condition, you can schedule up to a series of 18 treatments (3 series of 6)
TREATMENT SERIES FOR AGING SKIN

• Combine series of treatments in particular order for a cascading effect on targeted skin conditions

• Within each treatment – each step and the order of steps developed specifically to correct skin conditions

• Specialized Techniques to correct skin conditions

TREATMENT SERIES

When we are performing a Treatment Program Series, we are combining a series of particular treatments for a cascading effect on the targeted skin conditions (State of Skin Condition Group).

Each treatment works to prepare the skin for the following treatment and must be done in the order recommended for maximum results.

Within each treatment, we are also combining a series of particular steps for a cascading effect on the targeted skin conditions. There is a reason for each step and the order of the step so it is important to do the treatments the way they are mapped out.

Our Treatment Checklist / Directions sheets will tell you exactly what to do – which product to use and how much.
"CELLULAR ANTI-AGING SERIES"

Intensive Treatment Program Designed To Rejuvenate The Skin Back to a More Youthful and Fresh Appearance

1. Tissue Renewal  - Accelerates Cellular Proliferation
2. Tissue Toning  - Increases Tone & Elasticity
3. Cellular Sweep  - Deep AHA Exfoliation
4. Moisture Boost  - Deep Tissue Hyration
5. Capillary Calm  - Reduces Appearance of Capillaries
6. Cellular Sweep  - Deep AHA Exfoliation

"Cellular Anti-Aging Treatment Series"

This intensive treatment program is designed to stimulate cellular proliferation, oxygenation, nutritional exchanges, moisturization and encourage circulation of the messengers that promote connective tissue synthesis.

**Cellular Anti-Aging Treatment Series is designed for:**

- Fine lines and wrinkles
- Thinning of skin
- Capillary distention
- Rough, uneven texture
- Loss of Elasticity
- Dry skin, Dehydration
- Irregular Pigmentation

After completing series, conduct another DermaPrint Analysis to determine next series. In addition, you can choose from the following options:

- Option A: Start the series over again
- Option B: Start another SOS series
- Option C: Conduct a series of Glycolic or Microdermabrasion treatments
- Option D: Sandwich in other Anti-Aging treatments such as Multi Vitamin C or "Intensive Hydration Extreme" treatment, etc.
“TISSUE REBALANCING SERIES”

Is an Intensive Treatment Program Designed
To Restore the Skin Back to an Optimal, Healthy State

1. Moisture Boost - Deep Tissue Hydration
2. Cellular Sweep - Deep AHA Exfoliation
3. Deep Pore Cleansing - Remove Impactions
4. Deep Tissue Cleansing - Purge Congestion, Extraction
5. Deep Tissue Cleansing - Purge Congestion, Extraction
6. Capillary Calm - Reduce Appearance Capillaries

“Tissue Rebalancing Treatment Series”

This intensive treatment program is designed to restore the skin back to an optimized, healthy state.

Unbalanced tissue is a phrase we use to describe the state of the skin that has several skin conditions contributing to a situation of shut-down. The skin condition that triggers the whole process is dehydration. When the surface and medium depth corneum cells become excessively dehydrated, the top layers become almost like a crust that causes a cascading effect in condition buildup. The corneum will become keratinized as the surface contact area between the cells becomes greater. The greater the surface contact area between the cells, the more resistive they become to desquamation or exfoliation. This leads to an abnormal thickening of the corneum layer. This “crust” tends to block the follicular openings, making sebum excretion much more difficult. This leads to resistive comedones and milia.

The tightening and crusting effect of the corneum serves to exert more pressure on the lower layers of the epidermis causing a slowdown in the evacuation of extra cellular waste products leading to tissue congestion. The excessive extra cellular waste products exert more pressure on the capillaries, causing them to over distend, thus we have more capillary distention. The sensitivity level of the tissue as a whole is increased as dehydration creates a myriad of tiny fissures (compromised barrier integrity) that allows immediate penetration of topicals, many of which will burn the tissue.

After completing the series, conduct another DermaPrint Analysis to determine next series,
This intensive treatment program is designed to desensitize the skin and accelerate healing.

**Most common factor for sensitized skin:**
Thin or damaged stratum corneum
- Irritants and allergens penetrate more easily into the skin.
- Does not provide adequate coverage of nerve endings.
- Reacts with cells in the epidermis that trigger the inflammation cascade.

**Factors that would put skin in a highly sensitized state:**
- Sunburn, windburn, heat burn
- Chemical burn
  - (Accutane, Retin-A, Renova, AHA peels, TCA peels, post-laser)
- Antibiotics, Antihistamines
- Cancer patients undergoing radiation therapy
- Dehydration
- Using harsh soaps, cleansers, astringents, etc. that dissolve skin lipids
TREATMENT SERIES PROGRAM

Use Our Treatment Series Brochures:

1) To Explain The Series
2) To Sell The Series

Selling a series of treatments is easy with our DermaSolutions™ Treatment Series Brochures.

These informative client pamphlets address various common skin conditions and explain treatment benefits and treatment procedures. They recommend the homecare products to be purchased with each treatment. A convenient appointment scheduler on the back also helps make these brochures an important part of a complete DermaSolutions™ marketing program.

Treatment Series Brochures for Aging Skin:
1.) Tissue Desensitizing Series
2.) Tissue Balancing Series
3.) Cellular Anti-Aging Series

Treatment Series Brochures for Acne:
1.) Problem Skin Healing Series
2.) Problem Skin Cleansing Series
TREATMENT SERIES BROCHURE

On the front of the pamphlet is the name of the treatment series, our example here shows “Tissue Re-Balancing.” Underneath is an explanation for having this particular series program.

A convenient appointment scheduler on the back (shown on the left side) enables you to record the client’s treatment dates and times. There is also a place to record the cost of the series.
The inside of the brochure describes each treatment and are shown in order that they will be performed.

Also listed with each treatment are “suggested homecare products” for the customer to purchase, if products were not purchased up front.
CONCLUSION

Clinical studies have proven that a series of professional treatments, combined with homecare products will provide the quickest, most dramatic results.

The skin forms a protective barrier from the environment and needs to defend against the damaging effects of all kinds of environmental assaults including UV radiation, ozone and pollutants – all that accelerate aging of the skin.

Clinical studies conducted over the past couple of decades have provided proof of specific vitamins, proteins and plant extracts that have the ability to assimilate into the skin and repair and protect from environmental assaults. Using skin care products boosted with these ingredients will improve and prevent the signs of premature aging and help maintain a healthy, more youthful complexion.

A series of professional treatments, combined with a homecare program, will provide results in a shorter period of time, as well as dramatically improved results.