

# COSMETIC CENTER JUNE NEWSLETTER

DERMATOLOGY ASSOCIATES

## Summer Sidewalk Sale

June 24th

Stop by and shop at our sidewalk sale for fantastic prices and deals on many of our cosmetic products

### Father's Day

June 21st

Purchase a Tilley hat and receive a FREE sunscreen



### Monthly Specials

Purchase Botox or a dermal filler and get a FREE microdermabrasion

Laser Hair Removal to the underarms only \$100

Schedule an Intense Pulse Light for \$200 and receive a FREE fading cream and sunscreen

# The Basic Skincare Regimen

Before you pick out your skincare you must know what type of skin you have:  
Oily, Normal/Combination, Dry, Sensitive, or Sun-damaged

**Step 1: Cleansing Simple is Key.** Find a cleanser that works for you and stick with it. Avoid bar soaps, they tend to dry out the skin. Most cleansers contain oil, water and "surfactants." The oil dissolves oil on your face, surfactants dissolve dirt and makeup and the water washes it all away. The secret is finding the right mix of oil. Too much on your skin will clog pores, while too little will dry it out. This is why you need to know your skin type.

**Step 2: Exfoliate** If you start properly exfoliating your skin, you will notice an almost immediate difference. There are several ways to exfoliate skin: Microdermabrasion, chemical peels and retinoids. Exfoliating skin with microdermabrasion keeps skin glowing year-round. Retinoids (such as Retin-A) also work by removing the top layer of dead skin cells while also generating collagen in the skin.

**Step 3: Correct Antioxidants** in skincare is a critical component to any anti-aging routine. By including antioxidants in your regimen, the skin's ability to protect and heal increase significantly. Topical applications of antioxidants are also important to give the skin cells ample protection against free radicals. Free radical activity is promoted by exposure to the sun, environmental pollution, smoking, and poor dietary habits. The more exposure to these factors, the more damage there will be on the skin. Daily replenishment of a topical antioxidant will minimize the damage created by free radicals. The most common options of topical antioxidants found in skincare are Vitamin C, A, E, Copper Peptides, Coenzyme Q-10, and Green Tea.

**Step 4: Moisturize** A basic law of beauty is that everyone, no matter her skin type, should moisturize. Even if your skin is oily, it will benefit from moisturizers. So how much should you moisturize? Your skin will tell you. When your skin is tight, it's crying out for moisture.

**Step 5: Apply Sunscreen** Sunscreen is the most important part of your skincare regimen. The number 1 cause of wrinkles is sun damage, so it's important to use sunscreen from your early years on even in winter and on cloudy days. A great trick is to purchase a sunscreen and use it as your morning moisturizer. When choosing a sunscreen, make sure it contains at least 1 of 3 ingredients as an "active ingredient" : titanium dioxide, zinc oxide or Parsol 1789 (avobenzone).