

# skin<sup>®</sup> inc.

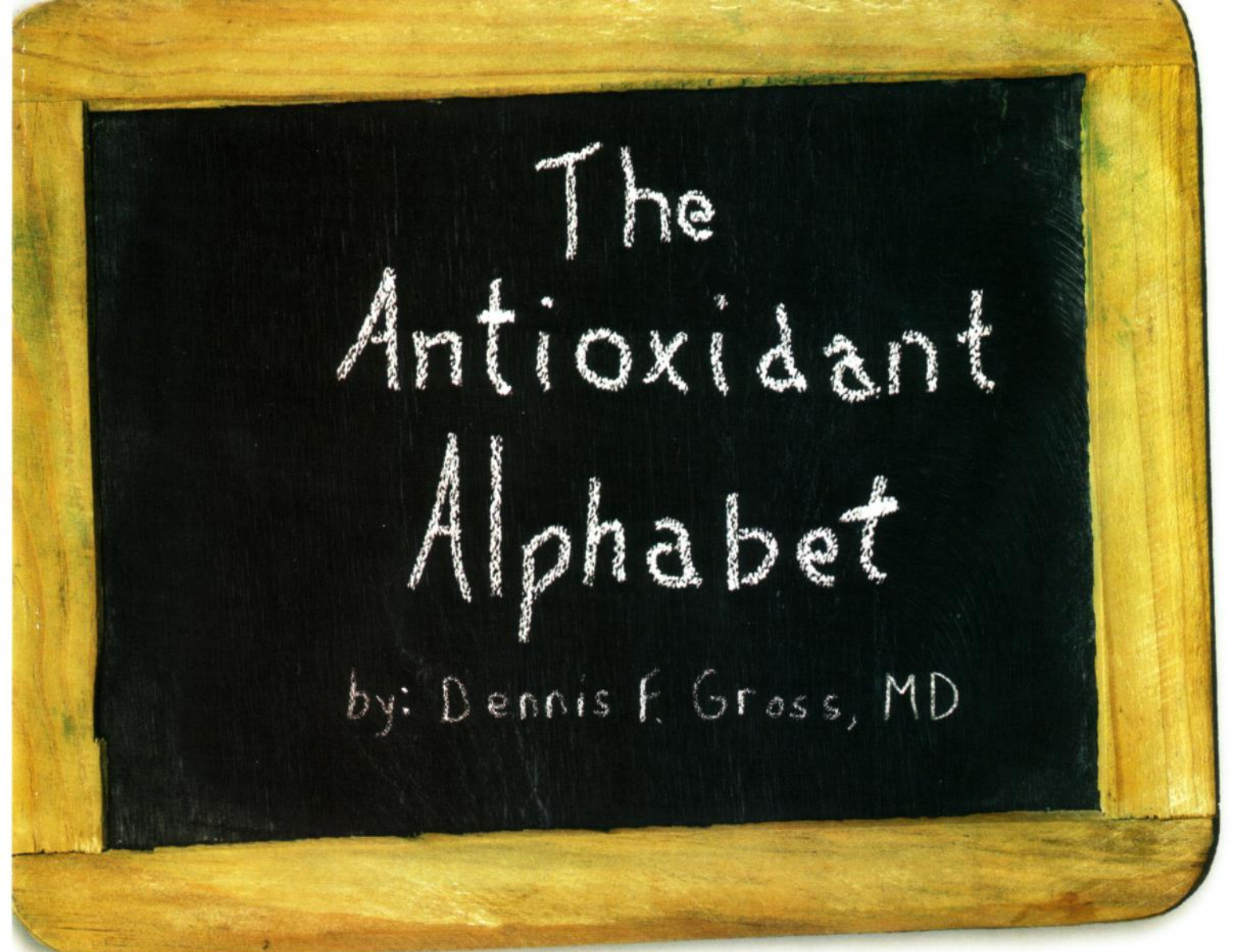
The Complete Business Guide for Face and Body Care

SEPTEMBER | 2005

Cover Story: Turtle Cove Spa  
Detoxifying Treatments  
The Healing Power of Reiki



**aiured**  
www.SkinInc.com



# The Antioxidant Alphabet

by: Dennis F. Gross, MD

The slowing, or reversing, of the skin's aging process is of particular interest in today's world, where years of excess sun and the undesirable results of inherited genetics are persistent issues faced by dermatologists and estheticians. It is known that the adverse effects of free radicals are the most common reason why skin ages, regardless of a person's unique vulnerabilities. Produced by environmental sources and by the human body itself, free radicals are similar to tiny darts that degenerate skin's collagen, causing wrinkles, fine lines and even sagging.

## Antioxidant cocktail hour

How do you successfully fight free radicals? The answer is: by the daily application of an "antioxidant cocktail." This term describes the multivitamin approach to anti-aging that combines a multitude of antioxidants to combat the different species of free radicals more comprehensively. This approach is superior to using only one active ingredient to defend against the various types of free radical assaults.

Although antioxidants do exist within the body, their production slows throughout the aging process. Thankfully, due to modern science, a tremendous advantage has been discovered: When naturally occurring antioxidants are applied to the body, especially topically, they disarm free radicals the moment they form—and even can prevent them altogether.

There are quite a few antioxidants and new ingredients available today that will change the face of skin care, especially when used in combination, such as a multivitamin topical cocktail. Of particular importance are the following.

**Anthocyanins.** These are powerful antioxidants that give fruits and vegetables their brilliant color. Grape seed extract is the most common source of anthocyanins for skin care products.

**Bioflavonoids.** Found in apricots, cherries, parsley, legumes, and all blue and purple berries, bioflavonoids may be more powerful free radical scavengers than even

vitamins C and E. They also work as coenzymes to vitamin C by promoting its stability and absorption, so it seems as though Mother Nature herself endorses the cocktail approach.

**Co-enzyme Q10, or ubiquinone.** This is a compound that is produced naturally by the human body and used by cells to regenerate, produce energy and growth, and to promote general health. Co-enzyme Q10 is one of nature's rare lipid-soluble antioxidants. Take advantage of its many benefits by including it in the mix of your daily topical cocktail.

**Green and white tea extracts.** Rich in natural ingredients known as polyphenols, green and white tea extracts have strong antioxidant properties. Research indicates that they not only fight both environmental and metabolic free radicals, but also repair damaged DNA that often is associated with skin cancer.

**Lycopene.** Derived from red fruits and vegetables, this antioxidant fends off environmental and metabolic free radicals.

**P. emblica.** Formerly used only in ayurvedic medicine, this natural ingredient is an extremely powerful antioxidant that protects collagen. It also increases skin's hydration levels, and preserves its tone and integrity.

**Vitamin C.** As a potent antioxidant vitamin, it is necessary for tissue growth and repair, as well as collagen formation.

**Vitamin E.** This powerful antioxidant disables and defends against the free radicals manufactured by the body. Note that vitamin C and vitamin E *both* are important to apply topically every day through your cocktail. Not only are they synergistic, but vitamin C is water-soluble, while vitamin E is lipid-soluble. Together, they penetrate into the different areas of the skin and neutralize free radicals in their path.

## Other Key Ingredients

In addition, the list below includes other key ingredients backed by scientific research that supports their collagen-building benefits.

**Essential fatty acids.** Also known as vitamin F, essential fatty acids are comprised of two key ingredients—linoleic and linolenic acids. They are crucial to the skin's basic functions, yet are not made by the body, and therefore must be supplied by food and topical supplements. Apply them daily to maximize the health and beauty of the skin.

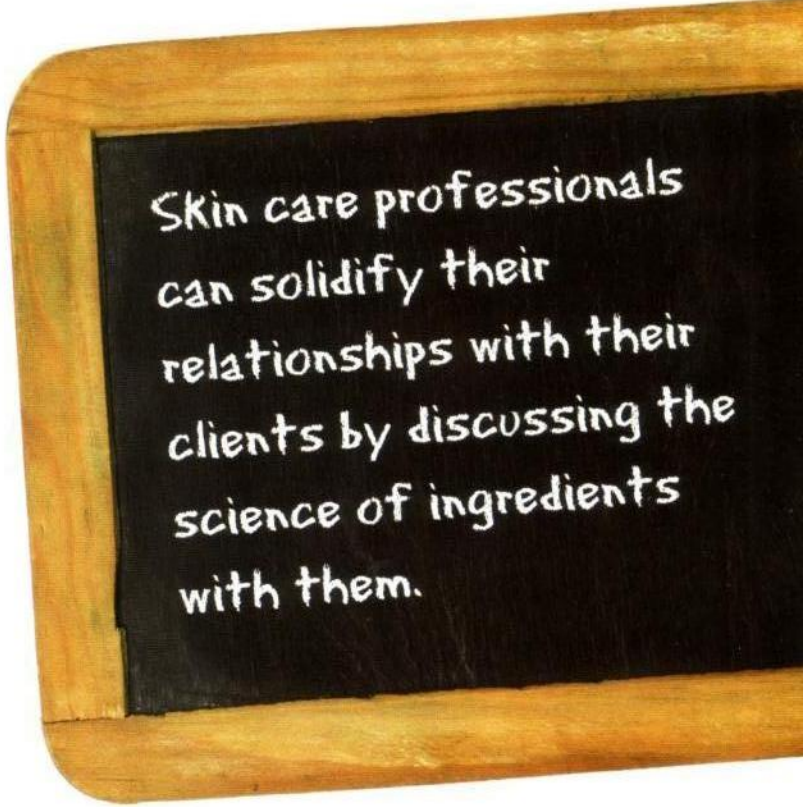
**Genistein.** An active ingredient found in soy extract that stimulates collagen production, genistein also reduces enzymes that break down collagen.

**Methylsulfonylmethane (MSM).** This is a compound containing sulfur—a critical element for the structure of collagen. Including sulfur as an ingredient in skin care products and incorporating it into a healthy diet could have a huge impact on skin health, preventing—or even reversing—the signs of premature aging. Foods that are high in sulfur include beans, eggs, beef, pork, poultry and most dried fruit.

**Pentapeptide-3.** This is a collagen-boosting ingredient derived from amino acids. It comes from the lab instead of nature's soil, but its benefits and safety are supported by quality scientific data.

**Retinol.** This vitamin A-derived ingredient reduces skin's own collagen-destroying enzymes that accelerate with aging. Integrate retinol into a daily skin care regimen to help combat the erosion of both collagen and elastin.

**Zinc.** This substance is a naturally occurring element that helps to maintain the health of skin, hair and bones. Studies show that it links the amino acids necessary for collagen formation, and also helps prevent damage to collagen and elastin fibers.



Skin care professionals  
can solidify their  
relationships with their  
clients by discussing the  
science of ingredients  
with them.

## Pack a powerful punch

There is literally an alphabet of antioxidants and other key ingredients that, when united, pack a powerful punch against the complex threats of harmful free radicals and aging. By offering a combination of these ingredients to your clients, whether through a professional treatment or a home-care product, you will improve vastly the benefits they receive.

Do not assume that the preceding information is too complicated for your clients to understand. Often, just the opposite



Success.

Donna Baumann  
Owner,  
Repose  
Atlanta, Georgia



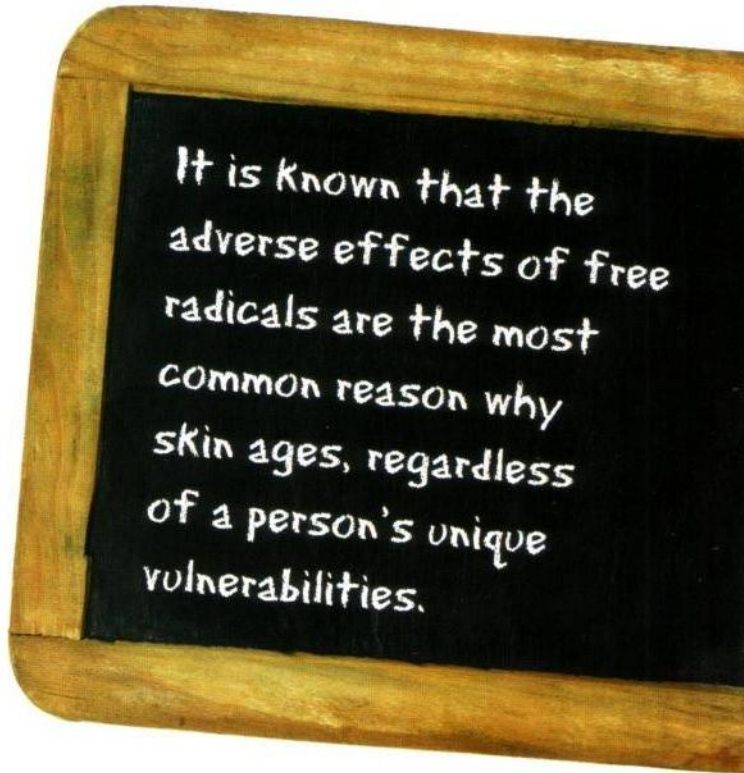
Successware.

Salon and spa owners like Donna Baumann trust Elite Software to help manage their businesses successfully.

For more information and a free demonstration CD, call 1.800.662.ELITE.

- Software products
- Education and training
- Technical support
- Newsletters

www.elitesoftware.com  
sales@elitesoftware.com



It is known that the adverse effects of free radicals are the most common reason why skin ages, regardless of a person's unique vulnerabilities.

is true. Today's client is savvier than ever and has a voracious appetite for skin care education. This works to the advantage of estheticians, who can solidify their relationships with their clients by discussing the science of ingredients with them.

It still is important for the health of the body to consume the daily recommended amount of vitamin C, but when the antioxidant is applied topically, it provides added benefits to the skin. Here's a good example—a person would need to ingest 100 250 mg vitamin C capsules—which is highly toxic—to get the same concentration of the antioxidant provided by applying a 10% vitamin C gel to the skin.

Keep it simple

Simple lifestyle routines also are recommended to look younger, including the following.

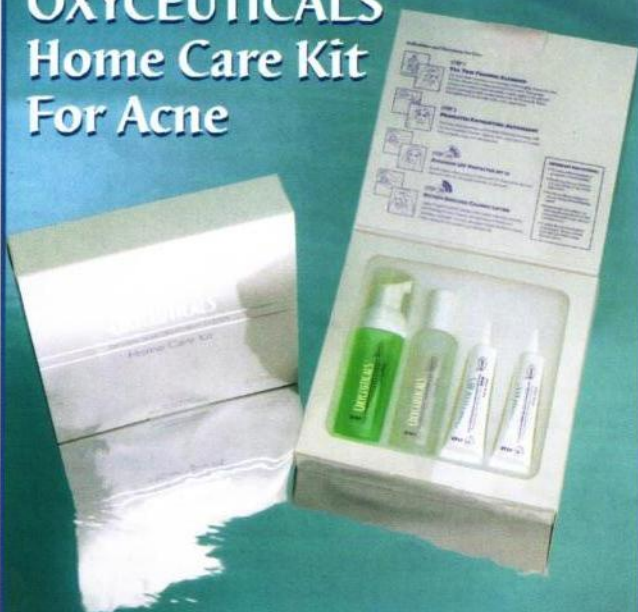
- A daily mini at-home peel not only exfoliates, but also firms facial skin by virtue of its gentle pH fluctuation. This is best accomplished by two-step systems that utilize low concentrations of both alpha hydroxy acids (AHAs) and beta hydroxy acids (BHAs).
- Fill your diet with nutrient-rich food containing antioxidants to provide the maximum benefit for your skin and body.
- Cut down on caffeine and alcohol, and increase your water intake.
- Exercise regularly, and maintain a stable weight.
- Get enough sleep—usually at least eight hours—and rest on a satin pillowcase to minimize skin friction. Skin slides more easily over this fabric than it does over cotton.
- Apply sunscreen daily, with a minimum SPF of 15.

These easy changes, especially when combined with an antioxidant cocktail and quality professional skin care services, are sure to result in healthier skin for your clients. ■

New

From ECHO<sub>2</sub> Plus<sup>®</sup>, The Oxygen Treatment

OXYCEUTICALS™  
Home Care Kit  
For Acne



Toll free (800) 592-3246 www.echo2plus.com