



WELCOME IVANA!

We'd like to welcome a new member to the Sigmacon Esthetics team.

Ivana Veljkovic is our sales representative and product specialist for BC, Alberta & the Yukon. With a PhD in biochemistry, Ivana holds a wealth of knowledge on skin care ingredients and formulations. She lives in Vancouver.

FALL MARKETING TIPS

While chemical peels offer more dramatic results than facials, many clients want relaxing treatments that are therapeutic and less invasive. To meet this demand, PCA offers alternative treatments that are milder than peels and have benefits similar to a facial: stress relief, pore purification and a healthy glow!

CLARIFYING MASK: This salicylic acid formula is effective in treating acne and less aggravated rosacea and little to no visible exfoliation should be expected. (Fitzpatrick I to IV only)

OXYGENATING TRIO: An excellent treatment for tired, sluggish skin, this stimulating treatment can be used weekly and requires no downtime. (NO steaming can be done with this treatment)

DETOX GEL DEEP PORE TREATMENT: This antibacterial gel removes toxins and dissolves impactions from skin, leaving it smooth and clear. It can be used in conjunction with steaming and to aid in extractions.

During November, receive 10% off the above treatments products.

Tips on setting up a relaxing treatment environment:

- SOFT, CALMING MUSIC SET ON LOW VOLUME WILL EVOKE A PEACEFUL ATMOSPHERE.
- ENSURE THE ROOM TEMPERATURE IS COMFORTABLE AND COVER COUNTERS WITH A TOWEL TO PREVENT CLANKING OF CONTAINERS.
- PERFORM A NECK AND SHOULDER MASSAGE TO HELP THE CLIENT RELAX. BREATHING DEEPLY WILL ENCOURAGE THE CLIENT TO FOLLOW SUIT. ➤

PIGMENTATION

After a summer in the sun, pigmentation problems are common. To fade dark spots, clients must be diligent about wearing sunscreen every day and sticking to a pigmentation program.



1 PEELS

PCA Peels (Modified Jessner's Formula) are formulated specially to correct pigment problems using ingredients like lactic, kojic and salicylic acids. The results of these peels are more dramatic and more drying than TCA peels. For more sensitive, drier skin types or skin with less severe pigmentation, the **Esthetique Peel™** or **Ultra Peel® I or II** may be a better choice. Consult your PCA manual for more details.

2 HOMECARE

Try promoting the **Pigment Control System** (trial-size) to clients with pigment problems. This kit will start them out with the necessary products to even out skin tone and prevent further discoloration. ➤

STAFF PRODUCT PICKS

Grace (Product Specialist/National Trainer)

"**pHaze 24 Rejuvenating Serum** protects cells from water loss and is an amazing anti-aging product, especially when combined with **pHaze 25 ExLinea Peptide Smoothing Serum.**"

Desiree (Product Specialist/National Trainer)

"The lactic acid in **pHaze 2 Smoothing Toner** keeps the skin fresh and polished. When combined with **pHaze 6 Collagen Hydrator**, it helps to maintain moisture and prevent the TEWL (trans-epidermal water loss) associated with aging skin."

Erin (Marketing Assistant)

"I love the **pHaze 9 Purifying Mask** because it turns into a scrub when you rinse it off and absorbs excess oil, making my skin feel extra clean." ➤

STAR PRODUCTS

pHaze 15 Pigment Bar and *pHaze 25 A&C Synergy* are highly recommended for treating pigmented skin in the popular book *The Skin Type Solution* by Leslie Baumann, M.D.

For the month of October, receive one retail size pHaze 13 Pigment Bar with the purchase of any 8 PCA pigment care products. ➤

TECHNIQUE QUESTIONS



1. HOW LONG WILL CLIENTS HAVE TO USE PIGMENTATION HOMECARE PRODUCTS TO SEE RESULTS?

Each case is different. We look at the type of pigmentation, extent of damage, location of pigment, etc. Tell the client to continue using the pigmentation regimen (peels & homecare) until they are happy with the result. Most clients see a difference in 4-8 weeks. **pHaze 13 Pigment Gel** must be used for a minimum of 30 days as skin cells turn over monthly. Pigmentation will appear darker when clients first start following the regimen because pigment is rising to the skin's surface due to the increased exfoliation.

2. WHAT'S THE DIFFERENCE BETWEEN MICRODERMABRASION AND CHEMICAL PEELS?

Although microdermabrasion and peels are both methods of exfoliation, they work in different ways. Microdermabrasion is a mechanical way of removing the dead skin layer (stratum corneum). Peels provide chemical exfoliation by breaking down the bond that holds the stratum corneum together and speeding up the natural exfoliating process. Peels are more effective at treating bacteria (acne) and pigment because there is absorption into the skin. Many people choose microdermabrasion because there is no visible downtime.

3. WHY DO MY LIPS FEEL DRY AND FLAKY AFTER USING THE PCA PEPTIDE LIP THERAPY?

If someone has dry lips, it is common for the dead cellular buildup to lift during the first few days of applying the **Peptide Lip Therapy**, but this will subside. This is because the peptide ingredient and BMX Complex (that help build dermal volume and increase moisture in the lips) increase cell turnover, which can result in minor flaking or peeling. Continued use of the product will make lips soft and hydrated.

Have your question answered by our product specialists. Send inquiries to sigmaconscoop@sigmacon.com ➡

BUSINESS PROFILE

Susan Burns works at the Institute for Advanced Skin Care in Toronto and loves using peel treatments by PCA in combination with medical modalities like IPL and microdermabrasion. "Peels improve skin's surface texture and help with cell turnover," she says. "The results are excellent."



CLIENT CARE

Open communication with clients is the best way to make them feel comfortable and safe during a peel. "I let them know what's going on every step of the way and tell the client how the peel will improve their skin," Susan says. She also pays special attention to a client's individual needs.

FALL TIPS

Clients coming in for treatment after the summer require intense exfoliation and hydration, says Susan. Main concerns are uneven skin tone, sun damage and dullness. "You want to get skin renewed by getting rid of dead skin cells and making skin glow-y again." To banish sluggish skin, Susan is a big fan of the **PCA Oxygenating Trio** treatment. "I often combine it with a peel, like the **Sensi Peel®**, and it's wonderful. It can also be combined with microdermabrasion." As for Susan's fall product picks, she raves about **pHaze 24 Rejuvenating Serum** ("It keeps skin hydrated") and **pHaze 11+ Apres Peel® Hydrating Balm** ("It makes skin plump and smells so good!")

AGING SKIN

Burns' main business is treating aging skin, and her clients love touching their face after a chemical peel treatment. "Their skin has a firmer texture." Two of her popular treatments for aging skin are the **Esthetique Peel™** and **Ultra Peel® II Exfoliating Treatment**. She also recommends using products that contain antioxidants. Her anti-aging motto? "Fighting free radicals is the name of the game!" ➡

ESCAPE FROM PAINFUL HAIR REMOVAL WITH ZCAINE



Zcaine Fast Acting Anesthetic Gel provides immediate cooling action and numbs the skin before a laser or electrolysis treatment. No occlusion is necessary and it's available without a prescription. Until September 30th, receive Zcaine for a special price:

0.5 oz Now \$15.00 (orig. \$20.00)*

2 oz Now \$35.00 (orig. \$57.95)*

*Minimum purchase of 6 bottles per size.

Call Amy at 1-800-898-7455 x 236.



**NEW
PRODUCT
ALERT**
Fall 2006

Introducing pHaze 41 Creamy Cleanser from PCA. This gentle, hydrating cleanser effectively removes dirt and makeup without stripping the skin's essential moisture. A nourishing blend of rose hip seed oil, aloe and amino acids infuses skin with antioxidant and cell-regenerating benefits for radiant, younger-looking skin. ➡

SUBMITTING ORDERS

Help us improve ordering efficiency by sending your orders by e-mail or fax.

CONGRATULATIONS TO DENISE WALKER OF CALGARY FOR WINNING A BEST BUY GIFT CERTIFICATE FOR E-MAILING HER ORDER!

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