



SKIN SCIENCES

WINTER NEWSLETTER | 2009/2010

WINTER SKIN

With the combination of cold temperatures, harsh winds, low humidity levels and indoor heating, winter is a cruel season for skin. All of these elements – along with the hot showers we inevitably crave as winter descends upon us – suck away moisture, making skin dry and itchy and often exacerbating conditions like eczema and rosacea. We call this “winter skin.”

But it’s not all bad news. With some extra effort that includes exfoliating and moisturizing more frequently, “winter skin” can look beautiful and feel healthy all season long.

WINTER SKIN SAVERS

PCA SKIN Creamy Cleanser is a hydrating wash that can replace your usual cleanser in the winter months if you’re prone to dryness. The formula gives you clean, refreshed skin while adding – not stripping away – moisture.

PCA SKIN Anti-Redness Serum improves skin’s microcirculation and calms the redness a harsh winter climate can bring on.

PCA SKIN Hydrating Serum is a specialized blend of humectants and moisture-binding ingredients that can be layered under moisturizer to give skin an extra boost of protection against dryness.

PCA SKIN Apres Peel Hydrating Balm is a perfect nighttime treatment. Its light, gel-like texture provides soothing effects and maximum hydration.

Neova DNA Repair Factor Nourishing Lotion helps to speed the repair of DNA damage and combats the consequences of premature, intrinsic and UV aging.



WINTER SKIN TREATMENT:

Superficial peels work smarter to rescue your skin



One of the best ways to shake off a case of “winter skin” is to treat yourself to a superficial chemical peel treatment. PCA SKIN Professional peels are a special blend of ultra-exfoliating alpha hydroxy acids and moisturizing ingredients. These treatments loosen built-up dead skin cells and reveal a fresher surface that responds more effectively to moisturizers. They also aid in the correction of aging skin, dryness, acne and hyperpigmentation. Best of all, they can be performed with little to no downtime.

The options

PCA’s **Sensi Peel** is the perfect peel solution for sensitive skin because the gentle formula can be layered according to specific skin needs.

For more mature and dehydrated skin, **Ultra Peel I** instantly improves the appearance of fine lines and wrinkles and helps fade age spots and other skin discolorations.

If your body is in need of rejuvenation over the long winter months – and whose isn’t? – the **Soothing Body Peel** is a great solution. It begins with a super-hydrating treatment to prepare the skin for peeling and leaves your body feeling incredibly smooth and soft.

WHY FASTER ISN’T ALWAYS BETTER

While most people want fast and dramatic results when it comes to their skin, this often isn’t the best approach. Dr. Jennifer Linder uses the metaphor of the Marathon Runner vs. The Personal Trainer to illustrate why a series of PCA SKIN superficial peels will net a better result over time than deep peel treatments.

Think of it this way: having a deep peel is similar to achieving a fitness goal by running a marathon, where all the effort is put into one event that doesn’t guarantee long-term health benefits. On the other hand, superficial chemical peels can be likened to hiring a personal trainer to achieve a fitness goal over time with less strenuous exercise that allows the body to adjust and maintain weight-loss or muscle gain.

Opting for lower-depth peels more frequently and consistently makes it possible to attain a skin care goal for the long-term instead of a one-time result that requires more recovery time. Consult with your PCA SKIN clinician about the right treatment course for your skin this winter (and beyond).

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Q & A with Dr. Jennifer Linder

WHY IS AGING SKIN DRY?



Dr. Jennifer Linder, MD
PCA SKIN Chief
Scientific Officer and Board
Certified Dermatologist



As we age, our sebum production slows while the moisture-binding components of the skin (glycosaminoglycans) also decrease, making skin less able to attract and bind moisture. The reduction of oil and moisture result in dry skin. Photo-aging (a result of sun exposure) and dehydration can cause the dysfunction of the superficial corneocytes at the stratum corneum's surface and, as a result, the skin feels rough and looks dull because of the light reflecting off an uneven surface. Proper hydration and exfoliation encourages cell turnover, which in turn promotes healthier-looking aging skin.

SUN CARE TO WEAR: UNDERSTANDING UPF RATINGS

Ultraviolet Protection Factor (UPF) indicates how much UV radiation can penetrate through fabric. For example, a hat with UPF 50 means that just 1/50th of the sun's UV radiation can reach the skin. Look for this rating in sun protective clothing and accessories, including the **roll-up visor from San Diego Hat**. With a UPF of 50+, it has been given the highest rating for Ultraviolet protection from an independent lab. Not only will it add a little glamour to your sun protection, it's small enough to pack away and carry with you for your next holiday trip! Now available from many Skincare Professionals across Canada. For more information speak with your clinician or call 1-800-898-7455 to locate a clinic near you.



SUN SMART: WINTER COVERAGE

We usually see more snow than sun in the winter, but just because UV rays aren't as prominent as in the summer months doesn't mean they aren't around.

In fact, the snow can reflect up to 80% of the sun's rays back up onto our skin, increasing our daily exposure to UVA and UVB - the culprits of aging skin, pigment problems and DNA damage leading to skin cancer. Unfortunately, being indoors doesn't always leave us fully protected because UVA rays can penetrate glass and clouds.

THE SOLUTION?

EltaMD's UV Daily SPF 40 is the perfect year-round daily sunscreen moisturizer. Its light and sheer formula contains 9% micronized zinc oxide to block UVA and UVB, as well as hyaluronic acid to help keep skin moisturized and smooth - a definite plus for the winter season. For oilier skin types or those looking for a chemical free option, try the **EltaMD UV Physical SPF 41**, which contains the physical blockers Titanium Dioxide and Zinc Oxide for superior protection.



Best Body Treatments: ACOUSTIC WAVE THERAPY

Winter is the optimal time to start treating flabby skin on your buttocks, thighs and arms. Using acoustic waves, **the Storz MasterPuls** is a safe and effective treatment that helps the skin regain natural elasticity and firmness, and improves the figure for visible long-lasting results.

Benefits:

- Skin smoothing and rejuvenation
- Reduction of fat deposits
- Connective tissue tightening
- Reduced circumference of affected body regions

RESULTS



AS SEEN ON



BEST INVESTMENTS

"I love this product! My lashes are longer, fuller and it's so easy to apply. My husband even noticed a difference. I was very pleased to purchase MD Lash when I was told that a percentage of proceeds go to the Autism Foundation."

Evelyn, 46, Mississauga, ON



FOR MORE INFORMATION
PLEASE CONTACT YOUR
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