

# The Art of Aging

# Gracefully



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Issue 5 - Summer 2009

## Looking Great in an Uncertain Economy

According to recent skin care surveys conducted by Obagi Medical Products, Inc. and by Mintel- a leading global supplier of consumer, product and media intelligence, found that women are not scaling back on their anti-aging skin routine despite the current state of the economy.

As a clinical aesthetician here at UC Davis Facial Plastic Surgery,



I want to give our patients the best results for their money. I want to help each patient make the right decisions on products and ingredients so they can extend the benefits of their procedures with a personalized, at-home skin regimen.

We carry several skin care lines, but a gold standard for our office has been Obagi Medical products. I'd like to

take this opportunity to go over some key ingredients for optimal skin care, discuss UV radiation, how to achieve optimal results in 18-24 weeks, and how to maintain healthy skin. We also have some before and after photos and a monthly special.

## Key Skin Care Ingredients

### Tretinoin (Retin-A):

**0.025%, 0.05% or 0.1%**

The only topical product proven to reverse the effects of both extrinsic and intrinsic aging.

- ⌘ Stimulates cell production in the dermis
- ⌘ Speeds up keratinocyte turnover and renewal
- ⌘ Increases epidermal thickness
- ⌘ Slows down natural thinning of the dermis
- ⌘ Improves stratum corneum compaction
- ⌘ Reduces collagen breakdown

### Hydroquinone - 4%

- ⌘ Most effective inhibitor of melanogenesis
- ⌘ Lightens areas of darkened skin such as freckles, age spots, post inflammatory hyperpigmentation and melasma
- ⌘ Evidence of improvement is usually observed at 4-6 weeks, improvement continues for about 4 months
- ⌘ Proven safe and effective by FDA for 50 years
- ⌘ 2% Over-the-counter
- ⌘ 4% Gold standard prescription therapy

### Phytic Acid - Glycolic Acid - Lactic Acid

All three ingredients provide:

- ⌘ Exfoliation
- ⌘ Enhance penetration
- ⌘ Smoother compact stratum corneum

## Antioxidants (Professional C-Serums)

- ☞ Prepares and protects skin from free radicals and ultimately oxidative stressors

## Sunscreens

- ☞ Micronized Zinc Oxide - Z-Cote

## UV Radiation

UVB rays impact the skin's surface

- ☞ Primary cause of sunburn

UVA rays are longer; penetrates 30-40x deeper

- ☞ Heavily contribute to premature aging

Both UVA and UVB rays contribute to skin cancer



## NU-Derm System Products

### #1 Gentle Cleanser/Foaming Cleanser

- ☞ Gentle Cleanser- Normal to dry skin-fragile, sensitive, menopausal
- ☞ Foaming Gel- Normal to oily

### #2 Toner

- ☞ Reduces pH of skin quickly
- ☞ Prepares skin for the penetration of active ingredients

### #3 Clear, Hydroquinone 4%

- ☞ AM and PM usage
- ☞ ½ gram applied evenly over entire face
- ☞ Upper epidermis pigment correction

### #4 Exfoderm/Exfoderm Forte (AM usage)

#### Exfoderm

- ☞ Phytic acid 3%
- ☞ Gentle exfoliation of stratum corneum
- ☞ ½ gram applied evenly over entire face

#### Exfoderm Forte

- ☞ Glycolic Acid 6% and Lactic Acid 4%
- ☞ Stronger exfoliation of stratum corneum
- ☞ ½ gram applied evenly over entire face

### #5 Blender, Hydroquinone 4%

- ☞ Standard protocol = ½ gram PM
- ☞ Apply to entire face
- ☞ Lower epidermal pigment correction
- ☞ Always partner with tretinoin

### Tretinoin Cream

- ☞ ½ gram partnered with Blender in PM
- ☞ Reduce gram to 1/4 or every other night if irritation becomes an issue

### #6 Sunfader, Hydroquinone 4%, SPF 15

- ☞ Chemical UV protection (primarily UVB)
- ☞ Extra sun protection with an added dose of HQ

### #6 Healthy Skin Protection

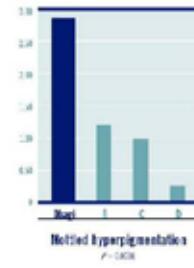
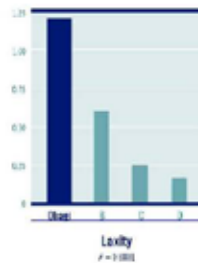
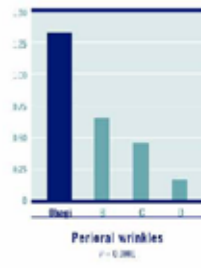
- ☞ Physical and chemical UVA and UVB protection
- ☞ Micronized Zinc Oxide 9%
- ☞ Octinoxate 7.5%
- ☞ Recommended for daily use

# Nu-Derm by Obagi

## Obagi Nu-Derm Study Results

In a 301-patient, multi-center study, Obagi Nu-Derm System was

- **2X (100%) more effective** than tretinoin at reducing wrinkles and improving skin firmness (laxity)
- Almost **3X (150%) more effective** than hydroquinone and over **2X more effective** than tretinoin at reducing mottled hyperpigmentation and sallowness



Mean change from baseline analysis at 12 weeks

OBAGI  
MEDICAL



# Maintaining Your Results

Once skin transformation has been achieved (approx 18-24 weeks on full system), it's time to re-evaluate to determine your maintenance system program.

You will always use products #1, #2 and #6 daily

- ☞ #1 Foaming Gel or Gentle Cleanser
- ☞ #2 Toner
- ☞ #6 Sunscreen
- ☞ Elastiderm Eye, Professional C Serum

Other products will be customized especially for your needs.

- ☞ #3 Clear
- ☞ #4 Exfoderm/Exfoderm Forte
- ☞ #5 Blender with Tretinoin

## Shock ("Booster") Program

After complete transformation, you can use an adjusted program with changes to your daily skin care regimen. Under close supervision, you can alternate your regimen first using the full system of products for 6 weeks, then 4 to 5 months on a reduced program, then back to 6 weeks on the full system.

- ☞ Products #1, #2 and #6 will be used daily; other products used less frequently within the week.

**Please make annual follow-up appointments with me when using Obagi products. I will closely monitor your skin care results and change your skin care program as needed.**

