

## **Energy Medicine: The Power of Information**

**By Jon Monroe**

When most people hear the term energy medicine, they have only the vaguest notion of what this means. It would surprise many to learn that the field of energy medicine is a cutting-edge science that today pushes the envelope of what is possible in the technology of health and healing. Sometimes referred to as vibrational healing or electronic medicine, it has—for almost a century—paralleled the development of mainstream medical science. It is the technology of using information to heal.

### **Word Power**

A single unkind word can have a profoundly debilitating effect, just as a word of encouragement can work wonders. To use a computer analogy, consider a modern computer that is malfunctioning. The technician sent to fix it would most likely do so by introducing new information into the computer to replace information that has been corrupted, lost or inadvertently deleted. Only rarely would the problem be caused by broken hardware. Applying this logic, many human health problems can be viewed as pathological or stressful information at work in the system. Change the information and the problem is fixed. Everyone

has in some way been effected powerfully by a sight, a sound or a bit of music.

The recent advent and availability of personal computers has fueled a quantum leap in electronic medicine. So profound are these new technologies, that it will come to change the very notion of what is possible in healing, as well as what it means to be healthy.

There are two basic ideas to understand. First, is the side of the technology that provides practitioners with enhanced diagnostic capabilities. Called electronic kineseology, this is a technique and technology for enhancing human perception so that the patterns of disease can be detected and potential medicines can be matched to those conditions. The second is the aforementioned use of electronically composed information as medicine. It is the combination of these abilities and technology that makes electronic medicine so effective.

### **How it Works**

The energy medicine practitioner connects the client to instrumentation, which can be a hardwire hookup, or the analysis can be done on a viable tissue sample like hair. Using electronic kineseology, the practitioner gets tactile feedback from the instrument. The operator can feel the greater or lesser levels of energy or stress in the client's

system. The instrumentation quantifies and records this. When enough analysis has been done for the practitioner to comprehend the client's problem, the needed electronic medicine is composed.

**“The advent of computers has fueled a quantum leap in electronic medicine.”**

This is a considerable departure and enhancement of the traditional practice of medicine, both Western and alternative. In the traditional model, everything depends on a correct diagnosis. Once the correct diagnosis is made, the physician simply administers the prescribed medicine for that condition. If the effect is not the desired one, the physician simply goes to the next medicine on the list. In the paradigm of electronic and energetic medicine, the only value of the diagnosis is to enlighten the practitioner as to the nature of the client's condition.

Armed with this understanding, the practitioner uses creativity, skills and gifts in the composition of the electronic medicine. Safety is virtually 100% as the practitioner can test the composed electronic remedy for efficacy and possible side effects before it is given to the client. If necessary, the remedy is edited to eliminate any problems.

### **Hypothetical Example**

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A hypothetical example of energy medicine can best demonstrate the possibilities as they exist today. "John" is not sick exactly. At 58, he feels he does not have the energy to keep up with the fast pace of business or his second wife, who is younger. John feels old and looks even older. His regular physician has given him a clean bill of health but says he works too hard and needs more rest. Feeling that is not an option, he visits an alternative medical practitioner who employs electronic medicine.

**"Kinesiology is a technique and technology for enhancing human perception."**

Upon arriving at the practitioner's office, John is asked for a small hair sample for diagnostic purposes, fills out a required standard form and waits. He is then ushered into a treatment room where he sits beside a large desk occupied mostly with a computer and other electronic equipment he does not recognize. After introductions, the practitioner asks him basic questions about his condition and his reasons for coming to see him. Soon the practitioner is using graphic displays on his computer screen to point out several areas of high stress in John's endocrine system.

These, he believes, are the chief culprits of what he describes as premature aging. After repeating his other physician's advice to get more rest, the practitioner brings up other screens on his computer. As he works, the practitioner explains to John that he is composing electronic medicine to counter the stress found in the energetic test, as well as to boost and balance his endocrine system.

After a final keystroke, the practitioner says that his prescription of electronic medicine has been e-mailed to his home computer. He explains that on returning home, John need only click on the electronic medicine icon to receive his treatment of coded light, sound and geometry. He tells John to follow the instructions that will accompany his electronic remedy and to contact him again if he needs further help. As John leaves the office, he notes that the entire visit has taken less than 30 minutes.

Upon returning home, he eagerly sits down at his computer to check his e-mail. The message from the practitioner contains the graphic printouts of his diagnostic readings along with the practitioner's comments and explanations. At the end is the electronic medicine icon. He clicks on it and a screen appears that explains that he should experience his treatment each evening for five

days. He clicks the start button. Strange electronic music begins to play in time with swirling colors and geometric forms. As the melodic sequence progresses, he feels as though the swirling energies are moving within him, as if each note sounds in a slightly different part of his chest. The program stops after what seems as though it has taken only a few seconds, but it has been three and a half minutes. John smiles and puts his hand to his chest. It feels warm.

John's experience is made possible by technology commercially available today that most people would have trouble believing in—the efficacy of this technology is only human. After all, most people do not believe because they have checked with top experts in the field. They believe in those things they and others have experienced.

### **Ahead of Schedule**

Energy medicine has the potential to radically transform the industry. It has, in fact, already begun to do so. Many cosmetics, supplements and fitness products are altered or created outright by technologies similar to those found in energy medicine. The future is ahead of schedule. **PMPR**

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## **Geo-Thermal-Therapy: The Science**

**By Tiffiney Lynn**

The body will benefit from any kind of therapy much more efficiently if it is able to stay relaxed during the process of a treatment. Geo-thermo-therapy is the art of massage using heated and cooled stones to bring about homeostasis within the body. It increases blood flow, promotes detoxification, stimulates the organs, encourages all systems to respond to the temperatures being applied to the body, releases blockages within muscles, and allows a deep sense of relaxation.

In the past nine years, geo-thermal therapy, also known as LaStone Therapy, hot rock therapy, river stone therapy, THStone, beach pebble therapy and many more, has become the public's most popular alternative choice to traditional Swedish massage.

Clients experience a deeper sense of relaxation; muscles are quicker to release tension, allowing deep tissue massage to be a pleasant experience. Promoting detoxification, the circulatory system responds to the alternating temperatures with oxygenated blood flow to the areas being addressed. When executed properly, the body feels complete, the mind is rejuvenated, and the soul is spiritually lifted.

## **Applications**

Reflexologists utilize the benefits of geo-thermo-therapy by offering relaxation to the back and abdomen, using the spinal layout and chakra placement, while addressing the feet and hands from a supine and prone position (laying face up and face down). The benefits are numerous, warming the tissue of the feet, hands and ears. It reduces tension held in the reflexes and offers the therapist an opportunity to address the reflexes at a deeper level. Warming the feet can be calming to the nervous system, and cool stones are invigorating. The use of the stones gives the therapist's thumbs, hands and wrists a much-needed rest, while offering a very balancing treatment.

Skin care professionals also have been using geo-thermo-therapy techniques in facials with positive results for both the skin and in their ability to promote relaxation for clients. The skin responds well to the increase of nutrients and blood brought up by the two alternating temperatures, improving skin appearance and muscle tone. The stones also can be used after treatments such as waxing, microdermabrasion, peels and extractions, to alleviate redness or swelling. Clients who are claustrophobic or asthmatic may now benefit from the cleansing power of heat without steam.

Midwives, doulas and bodyworkers who specialize in the childbearing continuum are seeing mothers experience the many benefits of these treatments—deep relaxation is just one. Pregnant women who receive a specialized form of geo-thermal-therapy, in fact, become more internally aware and often experience bonding more deeply, which research has shown to benefit the baby tremendously. Mothers-to-be are caring for themselves and their babies not only physically, but also emotionally, intellectually and spiritually. This kind of care facilitates healthier pregnancies, fewer complications, easier births and calmer, happier babies. Birthing mothers find both comfort and stimulation, as needed, from the stones. When postpartum treatment is received, the mother experiences a deep and profound re-balancing after the body-changing and life-changing birth experience.

**“It reduces tension held in the reflexes and addresses the reflexes at a deeper level.”**

Hyperthermia in pregnancy, caused by high fevers and prolonged exposure in hot tubs, has been suspected of causing a range of serious fetal and maternal complications. Yet, childbearing

women and their babies benefit enormously from receiving the specialized and individualized form of geo-thermo-therapy designed for this unique time. A specially trained therapist is able to use heated and cooled stones safely and effectively before, during and after childbirth. This is an extensively researched and highly specialized bodywork approach, with special attention paid to the contraindications to massage and geo-thermo-therapy in pregnancy/postpartum, how both pregnancy and birthing change the female body, as well as dos and don'ts with pregnant, birthing and postpartum clients. Geo-thermo-therapy is a safe and successful treatment for a childbearing mother's distracting stress, imbalances and misalignments.

Sports therapists have recorded positive results in their field, as well. Therapy sessions using heated stones before an event lessens the possibility of torn ligaments and pulled muscles. Athletes who receive cool treatments after strenuous activity report less muscle fatigue and any inflammation is reduced considerably. After an injury, a client in the hands of a skilled geo-thermo-therapist will experience a vascular gymnastics within the circulatory system that requires the body to perform. When alternating temperatures are applied in the

correct degree for the right amount of time will result in the elimination of inflammation promoting tissue repair at an accelerated rate.

It is not only the clients who can take advantage, however. Massage therapists that train extensively in the field of geo-thermo-therapy discover that by utilizing these techniques, their hands, wrists, elbows and thumbs are alleviated from pain and repetitive injury.

### **New Methods**

The Stone Lymph Drainage is a new method of massage working on the body fluids and particularly lymphatic system, which includes the capillaries, vessels, lymph organs, nodes and the lymph. Treating the lymphatic system with alternating temperatures requires a great precision and extensive knowledge of anatomy and physiology. In addition to that, the lymph vessels are of fragile structure and the capillaries are even more delicate. Stone Lymph Drainage uses massage movements going in and out of the tissue with the circular (spiral) motion, applying heated or chilled stones with each stroke to promote the movement of lymph from one area to another. This rhythmic type of movement—in the same way as the heart beats, pumping during systole and relaxing during diastole—offers the best results for

the patient and the therapist should be able to work without getting so tired and exhausted.

Because the lymphatic system is an all-penetrating system, cleaning as well as regenerating, the main purpose of the Stone Lymph Drainage is to accelerate the lymph flow, which will facilitate any stagnation to move through the system and diminish the spongy tissue being a result of water retention problem.

### **Differentiation**

While there are many forms of expressions in the field of stone massage today, education in the science and spirit of the stones will be a key to differentiation in the treatments success. **PMPR**

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## Inner Music: Inner Beauty

By Karen Kael

Fashion trends: blessing or curse? There are times when fashion can seem like one or the other.

Occasions when a hasty splash of color, a scarf, a tint to the hair can be a godsend and, conversely, times when we wish we didn't have to bother and could appear *au naturel*.

Of course, fashion is not new. From ancient times there have been examples of fashion trends, including the highly visible Cleopatra and numerous others whose embellishments signified great beauty or great wealth—hence, power. Today, as never before, society is experiencing a range of choices in how people enhance their appearance. Generally speaking, however, they have the most impact when tapping into and accentuating their true strength—real self. What people really seek in applying cosmetics is to embellish the qualities that they either know are their strengths or that represent an image they strive to become. When a person glows, everyone realizes it's more than skin deep, and although makeup can enhance, true beauty is within.

### Role of Music

As there has always been fashion, so has there always been music. From the earliest times,

music was used to accompany ritual or evoke a particular mood, stimulating energy, anger or passion. There are types available to suit all tastes, and the availability of music is vast.

Music is everywhere, providing the intros to morning news programs, creating background for sitcoms and commercials, creating ambiance in elevators, hotel lobbies and in spas, and adding greater significance to momentous occasions. While most people know this, they aren't necessarily consciously aware of just how much music surrounds them. Yet, some of the most vivid memories are enhanced by music. Imagine how much less intimate movie experiences would have felt without music, from the piano of silent films to the suspense of Alfred Hitchcock and to the cosmic grandeur of *Star Wars*. Yet, it's not only in the movies that music can be used to create certain moods, to balance, comfort or attract.

The majority of radio stations play music to stimulate; it could be called "audio coffee." Although most tend to go through life in the fast lane, on the surface, barely skin deep, those who wish to go deeper to radiate inner beauty should focus on that very goal. Music can help people discover the beauty within.

Why is music such a powerful necessity in our lives? Music can help people communicate with

themselves—with the real person who is so often buried in the busyness of everyday life. Music can negate stress, helping people to make wiser decisions that will benefit everyone they touch.

During the months following the national crisis of September 11, 2001, upwards of 12 million New Age albums were sold, more than ever before.<sup>1</sup> Simply glancing through the New Age sections you will find albums focused on tranquility and music composed specifically for accessing peace and inner wisdom.

**"In the months following 9/11/01, 12 million New Age albums were sold."**

The resonance of New Age music is like nature. Stand at the edge of the Grand Canyon, a lake, waterfall, willow tree, the ocean or watch a sunset. The resonance creates a more real self. Everything in nature is in accordance or in harmony with natural events. Quite often we find ourselves, in varying degrees, at the other end of the spectrum. In musical terms, dissonant. Sometimes that dissonance, like various forms of music, has its purpose. It allows us to empty out some of the frustrations and angers that are part of our emotional structure; however, these spaces are not desirable to hang out in for

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extended periods of time. If we do, we can become isolated from ourselves in ways that are as effective as the building of brick walls. Quite often as the weekend approaches we begin planning a walk in nature, a trip to the ocean, a round of golf, an activity that places us in the embrace of nature. It is difficult to take a walk through a beautiful park, one that may have commenced with feelings of anger or frustration and after an hour of being within nature's harmony, to hold such a dissonant resonance. It takes a very determined effort not to surrender to what is natural. Nature is alkalinity to our acidity. It invigorates and balances us. Music can do this as well.

**"When a person glows,  
everyone realizes it's more  
than skin deep."**

When you think of life in the slow lane, practices such as yoga, tai chi or a walk in nature come to mind. If you seek music appropriate to accompany such practices for these sacred times, there's a good chance that by simply sitting quietly with a focus upon the goal of inner peace and beauty for fifteen minutes while listening to the music, the same benefits can be achieved. However, it isn't just about listening to music each day, popping it into the CD player while driving to work or picking up the

children. It's being willing to value yourself enough to create a setting to facilitate a deeper discovery of self. Sacred self is not a religious concept. There are prominent people who exemplify maintaining their own resonance under extremely stressful circumstances, not necessarily because they listen to music on a regular basis but because they have managed to connect strongly with themselves. If that is who you strive to be then music can lead you along the path to discover who you truly are.

### **Make a Statement**

Society is only beginning to tap into the awareness of peace that permeates the world. In its current turmoil, the world's macrocosm is symbolic of the struggle between our microcosmic or individual inner and outer worlds, in which most emphasize external values, rather than internal. But the beauty really being sought is not found on the surface.

The fashion and music industries are important vehicles through which we can more readily express sometimes hidden parts of ourselves. Without saying a word, we can make a statement. It's also true that without saying a word, everyone can be aware of that inner beauty. **PMPR**

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### References

<sup>1</sup>Cox, Ted, NAPRA ReView, "Future Watch," May/June 2002

## **Testosterone: Regain Your Vitality**

**By Eli J. Hammer, MD**

Never has the topic of testosterone been on the minds of men more than today. Through the media and the Internet, men over 35 are becoming educated on the effects of a declining testosterone level. These baby boomers are increasingly refusing to accept the changes they see in their minds and body as just getting older. Unfortunately, these cries for help most often fall upon the deaf ears of their primary care physician. When these men complain to their physicians about fatigue, weight gain, loss of muscle, decreased libido and erectile function, and depression, they do not want to hear their physicians say, "join the club!" Yet, many of these physicians are feeling those same changes, but are also at a loss to know where to turn or what to do.

As men enter their 30s, testosterone levels begin to fall. This slow, but steady, decline in serum eventually will lead to the signs and symptoms of what is referred to as andropause. Some men are fortunate and maintain adequate testosterone levels well into their 50s. However, a larger percentage of men are less fortunate, often feeling the effects of lower testosterone as early as age 35. Sadly, most men are unaware of

the relationship of low testosterone to the classic signs and symptoms of andropause.

### **Signs and Symptoms**

Signs and symptoms of andropause are not limited to but include:

- fatigue
- reduced libido
- decreased sexual performance
- depression
- aches and pains
- irritability
- sweating or flushing
- loss of muscle
- gain of fat (especially around the middle)
- worsening memory
- difficulties at work
- thinning bones

Women have been receiving hormone restoration for decades. Finally, men are speaking out and demanding the same. Natural testosterone has been around for half a century. It is very different from the synthetic anabolic steroids made popular in the '70s by athletes and bodybuilders. Natural testosterone has a very safe clinical record. It will revitalize men that are suffering from the classic testosterone deficiency signs and symptoms. Sadly, however, most physicians are not aware of, or trained in, testosterone therapy and are reluctant to prescribe it. What men are left to do is seek this help desperately through radio and

newspaper ads selling their "testosterone-like drug" which contains no testosterone and is of little to no value.

### **The Key to Vitality**

Testosterone is the main sex hormone in men. It is produced in the testicles and has a wide variety of functions. Testosterone builds muscle, improves erections, regulates sex drive, increases energy, improves mental sharpness and enhances the quality of life. Without sufficient amounts of testosterone, men begin feeling the signs and symptoms of andropause (testosterone deficiency). Natural testosterone is often wrongly confused with "anabolic steroids." These steroids are synthetic, non-natural, very potent derivatives of testosterone used for one purpose, building muscle. They are very toxic and do not have the beneficial health qualities of natural testosterone.

**"The decline of testosterone leads to the symptoms of andropause."**

Genuine natural testosterone is widely available, but requires a physician's prescription. It can be administered orally, intramuscularly or through the skin. Oral testosterone is toxic to the liver and should never be administered. However, injections are an excellent way to receive this

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hormone although they need to be given more once per month to be effective, a standard used by most physicians. Given weekly, testosterone injections are a highly effective mode of administration, however, there may be obvious compliance issues. For those reasons, a transdermal, quickly absorbed cream is a great option. Once a day application makes compliance simple.

**“Nutritious food provides the most pronounced effect on a man's health.”**

### **Megabucks**

Enormous amounts of money are spent each year by men to improve their health, appearance and vitality. Unfortunately, most of those dollars are not well spent. In 2001, 629 million visits to alternative medicine providers tallied more than 12 billion dollars in revenue. This shows how little faith people have in their traditional medicine physician and medical insurance. Those that did see their primary care physician spent more than 1.5 billion dollars on the prescription Viagra alone, and received another 200,000 new scripts for Propecia, a hair restoration drug, that same year. These statistics are significant increases from prior years.

Americans spend about \$15 billion a year on health

supplements, double the money spent on all over-the-counter drugs for pain, colds and the flu. In addition, experts say about 75 million people now take a health supplement before they see a physician. As you might expect, these health supplements were likely "prescribed" by a health store employee, a suggestive advertisement in the back of a magazine, the omnipresent Internet or selected by the patient. In most cases, these products are practically worthless or inappropriate to achieve the patient's goals. However, in knowledgeable hands, these same supplements can tremendously enhance one's health, vitality and quality of life.

### **Beyond Testosterone**

As you have read, testosterone restoration can make huge differences in a man's life. However, there is more to staying healthy and happy. Along with testosterone, other necessary hormones are declining in midlife years. The fall in serum levels of human growth hormone, thyroid hormone, DHEA, pregnenolone and melatonin also occur, which have their own deleterious effects on the human mind and body. There is often a very strong synergy between these hormones. Balancing all of them together brings on a more significant difference than using them in isolation.

Although most men do not want to hear it, it is also tremendously important to eat well to achieving optimal health. Nutritious food provides the quickest and most pronounced effect on a man's health and appearance. Proper diet enhances the production of these "good" hormones and the decrease of the "bad" hormones (cortisol and insulin). These changes occur within minutes to hours of a meal and can be dramatic. What is a proper diet? It is surely not what the government has been pushing on the American people for the last 20 years through the food pyramid, which is currently under review. The closest thing to a perfect diet is the Zone Diet, developed by Dr. Barry Sears. It consists of what are called low glycemic carbohydrates, which do not cause large rises in insulin levels. These are generally fruits and vegetables. Breads, pasta, rice, and simple sugars are the foods to avidly avoid. Combine the good carbohydrates with plenty of protein and monounsaturated fats (extra virgin olive oil is the best), and major changes in your hormone and body composition will be seen within days.

Exercise is also a crucial ingredient to maintaining your health and muscle through those later years. Both aerobic and resistant training are essential for maximum results. Aerobic exercise

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provides for cardiovascular conditioning and fat loss, while resistant training helps build muscle and strengthen bones. The timing of these exercises is equally important in accomplishing your particular goals, whether for fat loss, muscle building or toning. A well-versed medical professional or personal trainer can help most men begin a regimen that suits their needs.

Last, it is impossible to consume enough food daily to meet the needs of your mind and body. Essential vitamins, minerals and antioxidants maintain optimal health and prevent many age-related diseases. The purpose of your diet is to regulate insulin, take in adequate protein, and choose the right fats, not to search out these supplements in your food. The only way to meet these needs is to take supplements in the form of pills and capsules. Often, a handful is needed to provide for all ones needs.

**"Most people are fooled into thinking that taking 100% of the RDA is all that's needed."**

Unfortunately, most people are fooled into thinking that taking 100% of the RDA is all that's needed. The RDA stands for "the recommended daily allowance" to prevent the "disease of deficiency."

So, if you don't want to get Scurvy, take 60 mg of Vitamin C daily. If you are looking to prevent heart disease and cancer, the correct dose is about 25 times that, or 1500 mg. Also, men and women are quite different. Men's supplements should meet the needs specific to men, such as maintaining prostate health, supporting muscle growth, enhancing sexual performance and preventing heart disease.

### **Vitality Project**

The Vitality Project For Men, co-founded by Eli Hammer, MD and Jim McGuire, was created to fill a void in men's health care. It is a destination medical facility for men over 40 who want to maintain, or regain, their health and experience life in a more vigorous and vital way. The Vitality Project is committed to providing those services and products that enhance how a man feels about himself, inside and out. It provides expert medical evaluation on natural testosterone restoration, weight loss, cosmetic surgery, nutrition and fitness and is a one-stop solution to common problems such as fatigue, loss of sex drive and depression.

Having your progress followed by a knowledgeable care provider is integral to the success of your testosterone therapy. It is very important to measure testosterone levels regularly to adjust the dose if need be. Also, evaluating other

important hormones, along with proper diet, exercise and supplements is crucial to get the most out of testosterone restoration. The Vitality Project specifically deals with all four of these important areas to ensure its patients remain healthy and feel and look the best they have in years. The Vitality Project offers a unique and comprehensive approach to overcoming the symptoms of andropause, as well as a complete line of private label supplements and skin care products. **PMPR**

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## **Fitness: On the Rise**

*By David Sloniegora*

The fitness industry is an ever-evolving industry that is partially determined by human interest, as well as injury prevention and science. For example, when Jane Fonda started selling exercise video tapes in the early 1980s, she probably had no idea as to how she would greatly affect the fitness industry in such a positive way—if she didn't already help to create the fitness industry. Fonda was in the right place at the right time, and she had definitely created an interest.

### **Time for Change?**

During the late '80s and early '90s, however, there had been a lot of evolution in exercise modifications as a direct result of injuries people sustained through certain exercises of this era. Bouncing movements such as toe touches and full sit-ups were suddenly "out," replaced by controlled movements and crunches. There also was the implementation of Nautilus machines, bringing weight training into the mainstream.

The year 1970, Nautilus was founded, but the '80s created baby "body-shaping" boomers. Before the fitness boom, the only people that would even touch a dumbbell were serious bodybuilders. Joe Weider (and his brother Ben, in Montreal) had become one of the

founders of bodybuilding and fitness, as everything he had touched (be it magazines, equipment, or what have you) became gold. Other exercise pioneers include Jack Lalane and Jake Steinfield (aka Body by Jake). Along with the boom in exercise popularity, there had been an influx of exercise fads and trends—giving leeway to many a charlatan to make a quick buck.

Speaking of charlatan, there were a lot of skeptics when a certain chiropractor developed one of the first abdominizer infomercials in the mid-80s, claiming his piece of hard plastic equipment (which looked like a blue mini snow-sled) allowed people to work their abdominal muscles with full sit-ups without hurting themselves. The fact that the marketing was in the form of an infomercial probably cheapened the credibility of this product that actually did do what it claimed. These days, infomercials seem to be the medium of choice to pedal an exercise product.

### **Peek into the Future**

From fitness to bodybuilding to supplements, the future looks bright for the industry. To understand where the industry is heading, however, it is first important to realize how fitness trends are forecasted and determined. A few governing bodies in the exercise field (IDEA, ECA, Can-Fit-Pro)

hold conferences and workshops where a vast assortment of exercise classes and lectures in which fitness professionals take part. The speakers are the ones who present the different exercise classes or workshops and are the ones who try to implement new ideas to make exercise not only interesting but scientifically sound and injury-free. From there, fitness instructors and personal trainers bring these new ideas and concepts about exercise to fitness facilities, where they can generate possible interest. If they do, then they are on their way to creating a trend and possibly a mainstay exercise.

**"Because of core conditioning's benefits, it is becoming very popular."**

### **Fitness Trends**

The IDEA Health and Fitness Association creates an annual fitness trend report, where it concludes which types of exercise programs and classes are the most popular amongst fitness facilities, including big and small fitness chains, as well as university- and YMCA-based programs. Thus far, IDEA has determined the following types of fitness regimens to have the highest member participation:

**Core Conditioning.** This is a serious exercise class for dedicated

exercisers, attracting people who are familiar with other core classes such as pilates and yoga. People are realizing how important it is to train the core—referring to the abdominal and lower back muscles—in order for the body to work as a whole and become stronger and more resilient because of it. Because of the so many positive benefits of core conditioning, core classes are becoming very popular among the mature population as well—something for everyone to think about at any age.

**Flexibility/Stretching.** An older population that is also interested in yoga has shown a great interest in keeping limber throughout the golden years, which can explain why stretching classes have become so popular that they needed to be a class on their own. They also have become integrated into other types of classes.

**Group Strength Training.** People now know that weight-bearing exercise is essential for strong bones and bodies, so these classes have become very popular. Variations of this class can be offered with the use of equipment such as free weights, stability balls, balance boards and machines.

**Yoga.** So many kinds of yoga classes are being offered, from gentle Hatha Yoga to Ashtanga Yoga and even kids' yoga, and it

remains a popular mainstay at fitness facilities.

### **Bodybuilding Trends**

With the many ways to build the body, people are always looking for workouts that give more results. Super-slow resistance training has become popular lately as a safe way for anyone to shape the body, regardless of training level. This training protocol increases muscle tension during a workout by decreasing the speed of each exercise movement. Super-slow training was developed in 1982 by Ken Hutchins, using this method with mature women who had osteoporosis and needed a safer speed to workout with weights or machines.

With regular resistance training, 8-12 repetitions are usually performed, moving the weight up for two seconds, pausing for one second, and then slowly lowering the weight for four seconds. Each set of this regular method takes about 55-85 seconds. Super-slow training uses four to six repetitions, raising the weight up for ten seconds, then down for four seconds, each set also taking 55-85 seconds to complete.

### **Supplement Trends**

Supplements, or ergogenic aids, are, for some people, an important part of the fitness and nutrition regimen. Many believe there is a magic pixie dust that will give them everything they want in terms of

performance and looking good, so they will try every new pill or powder that comes out. Whether these products actually work is sometimes unknown, due to a lack of quality controlled studies. Of the reported ergogenic aids that have come and gone, a few of them have remained, with a loyal following of people who swear by them.

**HMB.** Short for beta hydroxy beta methylbutyrate, HMB is a compound found in foods such as alfalfa and catfish that is also produced by the body. Derived from the branched-chain amino acid leucine, HMB (sold as calcium-HMB) is claimed to prevent muscle breakdown and, thus, increases muscle mass when used in conjunction with regular weight training and an adequate diet.

**“Infomercials seem to be the medium of choice.”**

**Glutamine.** Glutamine is a nonessential amino acid (ie: the body can produce it) that is produced by the muscles, liver and fat tissue. It is believed that during periods of stress—including exercise, fasting or illness—the demands for glutamine are much higher than the body can produce itself, so supplementing may offset the need and, therefore, prevent muscle protein loss.

**Creatine.** Creatine, methylguanidine-acetic acid, is

composed of the three amino acids: arginine, glycine and methionine. It can be obtained in foods such as meats and fish, and its primary use is to provide energy during short-term, high-intensity exercise, such as weight-training or sprinting, which in turn can lead to increased muscle size.

**Chromium.** Chromium is an essential nutrient found abundantly in meats, grains, cheese and nuts. Sold as chromium picolinate, chromium plays a role in metabolism by helping the body use insulin better. Therefore, it is believed to aid in fat loss.

**"... Fitness is important for everyone."**

### **Androstenedione.**

Androstenedione (4-5-androstene-3 beta, 17 beta-dione) is the steroid hormone produced by the adrenal glands and gonads (testicals). It can be converted by testosterone in the blood, and it is responsible for increases in muscle size and strength. Although androstenedione supplements are sold in health food stores in the United States, they are illegal in Canada and are banned by the International Olympic Committee, the National Football league and the National Collegiate Athletic Association.

### **A Look Back**

A lot can happen in five years. In particular, more and more

special populations have emerged over the past few years, sending the message that fitness and bodybuilding is indeed important for everyone. The elderly are finding out that lifting weights, combined with a good stretching program and aerobic exercise, is important for vitality at a later age. People with HIV/AIDS have been strongly urged to participate in weight training/bodybuilding to offset the effects of the disease or medications, which tend to cause muscle wasting, and corporations are realizing the benefits of investing in corporate wellness by means of implementing exercise into the workplace, to forego expensive health insurance bills.

As the technology and process for fitness improve and society becomes more aware of the benefits of a regular fitness regimen for whole-body wellness, the industry will only continue to grow. The increasing options will help all sectors of society find a way to keep fit that they can benefit and enjoy. **PMPR**

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## **Speleotherapy: Salt and Soul**

**By Stan Bogdal**

From the earliest civilizations to the Egyptians, Greeks, Romans and Europeans, salt has been known to heal body and soul. Today, the industry is learning more about why the ancients revered salt and how salt crystal is becoming more popular as a healthful addition to modern-day wellness.

Salt is as important to well-being as the air we breathe. The body receives 56% of its energy from the air—more than from water and food combined. The purer the air, the clearer you can think, the sounder you can sleep, the healthier you become. Yet, the influence of salt is often ignored.

Air is saturated with a mixture of gaseous components, as well as solid particles that can be positively or negatively charged as “ions.” The quality of air is dependent on ion concentration and polarization. While a “positive ion” is a molecule that has lost its electrons through air pollution, a “negative ion” is an oxygen atom with an extra electron and is nature’s most powerful cleansing agent.

Thus, a negative ion is healthy and a positive ion is unhealthy.

Outside air, usually contains about 1,000 negative (healthy) ions in a cubic centimeter of space. But, this total can climb to 10,000

healthy ions per cubic centimeter near crashing waves at the seashore, near waterfalls or where lightening has occurred during a thunderstorm.

### **Potent Cocktail**

The highest levels of positive (unhealthy) ions are found in polluted cities—exhaust fumes from vehicles, smoke-spewing factory stacks, cigarette smoke, fumes from cooking and heating, dust and soot. All the contaminants and pollutants combine to create a potent cocktail of positively (unhealthy) charged air that is injurious to health and wellness.

Also interesting is how healthy ions are destroyed indoors. Dr. Henry Ladorski of Poland discovered that healthy ions dropped to as low as 200 per cubic centimeter in a room occupied by only a few people. When computers and various electronics are involved, that count can drop to as low as just 50.

Healthy ions are virtually annihilated by the accumulative assault from television sets, microwave ovens, fluorescent lights, air conditioning inside steel and concrete office buildings with sealed windows or modern airtight homes and high-rise apartments with synthetic carpets and upholstery.

Modern society has “high-teched” itself right into an “ion prison.” Near the top of the list of

“ion assassins” stands the almighty computer—the marvel of modern technology.

Scientists recently revealed that the electric field caused by the positive static charge on a computer CRT screen in normal operations will sweep the nearby air of healthy ions. Workers involved complain of headaches, dizziness, nausea, sleepiness, irritability and constant yawning.

In one experiment conducted in England with 54 workers at a computer site, healthy ion generators were installed—without the employees’ knowledge. Before the installation of the generator, healthy ion concentration was about 550 per cubic centimeter. The ion generators were turned on secretly. A reading shortly was taken that showed 3,500 healthy ions per cubic centimeters—several times the amount found in outside air. Within days, the number of worker complaints decreased by more than 50%.

### **Medical Benefits**

The experiences of practicing medical physicians demonstrate additional interesting observations. One physician found that bacteria in burn patients’ rooms could be reduced significantly with negative (healthy) ions. A second study found that level of certain bacteria could be neutralized using similar methods. Dr. Robert McGowan of Northeastern Hospital in

## **PMPR** Cosmetic Forecast 2003/2004

Philadelphia placed burn cases into a windowless ion-conditioned room. Within ten minutes, the patients reported their pain greatly reduced. McGowan observed,

“Negative (healthy) ions caused the burns to dry out faster and heal faster with reduced scarring.”

**“From spas to baby’s room, speleotherapy can charge the body and soul.”**

At the University of Pennsylvania’s graduate hospital, Northeastern and Frankfort Hospitals, healthy ion treatments were administered to hundreds of patients suffering from hay fever or bronchial asthma. About 63% experienced partial to total relief. “They came in sneezing, eyes watering, noses itching and running, worn out from lack of sleep, so miserable they could hardly walk,” a staff member said. “Fifteen minutes in front of the negative ion machine and they feel so much better they didn’t want to leave.”

Researcher F.G. Sulman also discovered that people exposed to positive ions on a regular basis will produce an excess of serotonin and histamine. Serotonin regulates sleep cycles, emotions, nerves, blood clotting and muscle contractions. An overabundance of serotonin and histamine can cause myriad health complaints among a work force.

Most authorities agree that ions act on the body’s capacity to absorb and utilize oxygen. Healthy ions in the blood stream accelerate the delivery of oxygen to cells and tissues, frequently giving the same jolt that the body gets from a few whiffs of pure oxygen. Positive (unhealthy) ions slow down the delivery of oxygen, producing symptoms markedly like anoxia, or oxygen starvation or deprivation. Researchers also believe that healthy ions may stimulate the group of defense cells in the body that marshal resistance to disease.

Dr. A.P. Krueger of the University of California has predicted that someday we will regulate the ion level in our homes and work places the same way we control temperature and humidity. Air conditioned buildings, planes and trains frequently become supercharged with harmful unhealthy ions because the metal blowers, filters and ducts of air conditioning systems strip the air of healthy ions before it reaches its destinations. “This may explain why so many people in some air-conditioned environments sometimes feel depressed and have urges to throw open the windows,” observed one researcher.

Actually, some progress has been made to regulate and improve healthy ions indoors. Sales of ion

generators have grown and have topped \$10 million a year. Obviously, many people feel the generators are worthwhile. They believe that a high ion concentration promotes plant growth, inhibits bacterial spread and generally makes them feel better.

### **Ion Generators**

The difference between ion generators and those that produce ozone can be seen when dusting. Ozone contains an oxygen molecule with three atoms that cause it to effectively neutralize odors and pollutants at a molecular level. Negative ions are able to reverse a positive charge to a negative by means of magnetic attraction. The result? Pollen dust and other contaminants bond together and become too heavy to stay airborne. When that happens, its time to get out the dust cloth. Both ozone and negative ion generators are sometimes needed to purify the air.

“Salt is as important to well-being as the air we breathe.”

Some critics claim that medical-grade ion generators are too expensive for home use and lower-priced models fail to perform after only two-three months of service. This can occur because the fine-tipped metallic needles that generate negative (healthy) ions become blunted by the heat from

## **PMPR** Cosmetic Forecast 2003/2004

the electrical current passing through them.

Now there is an inexpensive alternative to ion generator. Salt lamps offer consumers the therapeutic benefits of salt crystals. Europeans have known about the health benefits of salt for generations. Called speleotherapy or underground climatotherapy, the dry healthy ion-rich environment of the salt mines helps clear out a patient's bronchial tubes and sinuses by removing bacteria and other microbes. Other ailments treated in the underground hospital rooms are asthma, allergies, depression, sleep dysfunction, sexual problems, arthritis and many other symptoms.

The lamps are illuminated with either a small electric light or a candle that can be scented. Some models are designed aromatherapy holders. Because the lamps kindle a soft apricot glow, they add to the ambiance of a variety of interior environments. From spas to computer stations to the baby's room speleotherapy can charge the body and soul. **PMPR**

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## Cosmetic Surgery: For One and All

By Casey Gillespie

Forget the idea that only strippers and Suzy socialites are the ones getting plastic surgery. These days, everyone from high school girls to ex-boyfriends have had something “done.” Here’s a prime example: I was out with some friends recently when I bumped into an old co-worker. We started chatting and I commented on how good she looked. I was trying to be nice, but I could barely see her face for her swelled chest. She willingly indulged the fact that she’d gotten implants the week before. Still in partial bandages, and without me even asking, she whipped those babies out and offered to let me feel. I gracefully declined, thank you.

In an image-conscious society, shame is a thing of the past. The idea is the closer we are to perfection, the better. Some say that if you aren’t getting work done, you are the outcast. Remember when it was considered beautiful for a woman to have a little meat on her bones? It was a sign one was of the upper class. Today, it’s the same thing with cosmetic surgery—it’s like a badge of honor; it means you can afford it.

Now, women are banging down the plastic surgeons’ doors looking for the fountain of youth. Ever

noticed that it’s taboo for a woman to grow old in society? We’re fascinated by youth. For men, more often than not, power, money and reputation often stand in for beauty, but for women, sexiness is never ascertained by status alone. It’s a fact: we refuse to grow old gracefully. What exactly does a 55-year-old woman *really* look like? Turn on the television or open a magazine and take a gander at the slew of wrinkle-free foreheads and non-fat bodies we wake up and compare ourselves to everyday.

### New Markets

Many women work out religiously and eat right because they find a slender, fit body empowering. It gives a lot of other women a sense of detachment, self-mastery and power—qualities that are highly valued in our society. As Americans, we’ve been taught we can overcome anything and we don’t have to deal with what nature has given us. For that reason, the women sweating it out on the treadmills and in kickboxing classes at the gym are the same women waiting in line to get Botox injections at the physicians’ offices. And this doesn’t mean women in their 40s or 50s like you probably think; 20- and 30-somethings are the first ones in line. From eyelid surgery, liposuction, nose jobs, tattoos and breast augmentations, these women are not alone. When asked, “Why, oh why?” Most

respond, “To make more money, to get farther in life. Some say it’s not right, but I’m not going to try and fight it.”

There is a widely held belief that there is a time in life when beauty peaks—for women, it’s between 20 and 35 and for men it’s a little older. If you were to plot it on a graph, the line would gradually climb until it peaks, plateau for a short while and then falls rapidly. The idea is that if you have cosmetic surgery at a younger age to look prettier, your beauty will peak higher and hopefully last longer as you get older.

**“Men and 20-somethings are the new market for cosmetic surgery.”**

But don’t think men are by any means immune to these growing trends. They’re actually the new market. It is impossible to ignore the new wave of products created just for men. These new grooming (not “beauty”) products are everywhere from drug stores to cosmetic counters and range from cleansers to anti-wrinkle potions. Take a look at your favorite spa’s list of services, and you’ll find treatments specialized for men—guaranteed. Sure the marketing is different, but it has to be. Plastic surgery is being sold to men like power tools and sports cars—as accessories to make them

## **PMPR** Cosmetic Forecast 2003/2004

more sexually appealing, influential in the business world and, of course, more masculine. Besides prescriptions for Viagra, men are getting Botox injections, eyelid surgery, hair transplants, pec implants, calf augmentation, buttock implant and—surprise, surprise—the most popular is liposuction.

**“Why be yourself when you can be someone younger?”**

### **New Trends**

Among some of the newer trends is the decidedly hip Myobloc, which is similar to Botox in its effects, but has much quicker results—try 24 hours. Unfortunately, it doesn't last as long as Botox, but it's great if you need that extra something for your blind date tomorrow night. Why be yourself when you can be someone so much younger? Another cosmetic procedure—it's not even considered surgery—on the rise is the injection of your own fat cells, taken from places such as the thighs, into facial wrinkles. Oh, and that's not all. Another disturbing trend is the number of Asian Americans forfeiting their ethnic trademarks by having blepharoplasty (eyelid surgery) and rhinoplasty to make their features more “white.”

All in all, cosmetic surgery is a growing epidemic. Take a look at these facts:

- Botox is the number one nonsurgical procedure, up 2356% over the last five years. Last year alone 1.6 million procedures were performed.
- Top five cosmetic surgeries: liposuction, eyelid surgery, breast augmentation, nose reshaping and facelift.
- Of all cosmetic surgeries performed, 3.5% were on people 18-years-old and younger.
- A survey conducted by the American Society for Aesthetic Plastic Surgery in February 2002 found that 55% of Americans approve of cosmetic surgery. About 34% of the women would have surgery, while 19% of the men say they might consider cosmetic surgery now or in the future.

Further proof that this society will try anything to be more beautiful: the only trend in cosmetic surgery that is passé are saline breast implants, but that's only because they're illegal. Just goes to show there's a very fine line between vanity and health care.

But, isn't it time to forget about outer beauty and focus on inner beauty? We need to learn to love ourselves—right after that next Botox injection. **PMPR**

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## **Alexander Technique: The Newest 100-Year- Old Trend**

**By Dana Ben-Yehuda**

Movie stars, world-class athletes and the European elite just don't seem to age like the rest of us. But it's time to let out the best-kept secret of European wellness centers, from Switzerland to Germany to England: the Alexander Technique. A method to restore and maintain poise and balance of mind and body, the Alexander Technique is listed by "The Wellness Resource" as the wave of the future for spas that are "...operating on the leading edge of cultural change."

### **Embraced by Stars**

The most celebrated movie stars look elegant and stay upright in their carriage, open in their movements and strong in their voice. Noted actors, musicians and athletes have embraced the Alexander Technique for decades to enhance performance and stage presence. For more than 100 years, it has been taught in drama and music schools across the country, from Julliard in New York to ACT in San Francisco. It is even required study for first-year acting students at the Actors Studio Drama School at New School University in New York. Students of the technique include Sir Colin Davis, William Hurt, Jeremy Irons, James Earl

Jones, Kevin Kline, Paul McCartney, Kelly McGillis, Paul Newman, Lynn Redgrave, Maggie Smith, Mary Steenbergen, Sting, Robin Williams, Joanne Woodward and members of the New York Philharmonic Orchestra. Athletes, too, have discovered and reaped the benefits of the Alexander Technique, successfully using it to improve their game. *Sports Illustrated* reported in *Golf Plus Notebook*, "Last week at the PGA Tour's Q school, 39-year-old Jeff Julian of Norwich, Vermont, gave himself back his career. He did it using ... Alexander Technique."<sup>1</sup>

### **Total Wellness**

The spa trend is wholeness; fully integrated modalities for body awareness and balance with complete offerings for total well-being and feeling one's best. "Integration means to make whole or complete by bringing various parts together," reported Nancy Griffin in the 1997 *Spa Business Report* of "The Wellness Resource." "Therefore, a spa is the epitome of integration. In fact, The International Spa Association Education Committee defines ten areas of spa education, including ... Alexander (Technique)." Presented at the 2002 International Wellness Conference in the United States, the Alexander Technique is a coming trend in spa and wellness centers.<sup>2</sup> "A source of healing is what the spa can and should be," say Anne

and Sara Bramham, The Bramham Institute at PGA National. "Spagoers are no longer satisfied with superficial treatments and superficial answers; the spa is an area in which we can restore the connection of the person to themselves, to the earth and to other people."

Griffin also reports, "In general, body-oriented therapies use the wisdom of the body to heal. Mind/body modalities unleash the power of the mind and spirit to heal the body. Integrative therapies—which go to work on mind and body simultaneously—can have the most powerful effect."

A foundation to maximize the benefit for all other exercise and touch therapies, the Alexander Technique is a basic tool for those who seek release from the stress of daily life, look to get back in touch with their bodies and maintain good, youthful, balanced posture. Working to teach the body to move better and feel better, the Alexander Technique is about maximizing the benefit of every activity and it helps reduce excess effort in everything from brushing teeth to getting up out of a chair, thereby freeing up energy to use for living well.

It is an integrative, mind-body modality that people can experience at a spa and continue at home with a private practitioner. The Alexander Technique is the missing

link for total body wellness ... and anti-aging.

### **Anti-aging technique**

Even Stanford University's CAMPS (Complementary and Alternative Medical Program at Stanford) program states that "... New research is dramatically changing the way we view aging and the aged. Some of the most important research demonstrates that much of what we call aging is not the inevitable decline we have long assumed it to be. And, to a surprising extent, we are responsible for the quality of our own old age."<sup>3</sup>

Much of aging is a function of yielding to gravity. Maintaining a youthful posture means staying upright. Having good posture in activity makes people look better, thinner and measurably taller. It is only common sense to realize that an open chest and upright spine offer room for better breathing and digestion. Look better, feel better and move better; things not to be taken lightly as the body ages.

Think of an old person and what comes to mind? Hunched over shoulders, collapsed chest, heavy steps, lost height, protruding stomach, zapped energy and difficult movements.

The Alexander Technique is a way of un-doing habits of poor posture, and turning back the clock by releasing the head and neck from the unnecessary pressures.

Through this gentle re-education, the restoration of a proper poise of the head, neck and back is achieved, patterns of excess tension are undone and a natural balance is restored.

The results can be very dramatic: regain an inch and a half in "lost" height; give lungs room to breathe and restore the literal breath that is life; regain an upright carriage that allows room for the natural process of digestion to take place; relieve pressure from the joints allowing freedom in movement; and, very often, reduce pain.

### **Alternative Modalities**

The trend toward alternative care in medical and beauty treatments is well-documented.

A landmark study published in the November 11, 1998, issue of the *Journal of the American Medical Association* (JAMA) found that approximately 33% of U.S. adults had used alternative therapies in 1990, and by 1997 this number had increased to 42.1%. In another survey conducted between April and May of this year by Intersurvey, a market research company, 66% of 1,148 American adults reported using alternative therapies.<sup>4</sup>

While the Alexander Technique is not a medical practice or a treatment, it is a holistic, mind-body re-educational approach to well-being that can have profound

health benefits. Experience shows that how the body is used in the normal course of a day affects how it functions. Many thousands of people have found that by taking a series of lessons in the Alexander Technique, they have obtained tremendous relief from problems ranging from back and neck pain to arthritis, carpal tunnel and a host of stress-related illnesses. It is quieting to the nervous system and centering; it is a method of learning self-care that leaves its students empowered to continue forward on their own.

**"The Champneys Group (England) is Europe's leader in health and fitness. Its treatments include ... the Alexander Technique."**

Founded by F.M. Alexander, an Australian actor born 1869, the technique was developed to cure what his physicians called his "incurable" vocal troubles. He made his discoveries and solved his voice problems around 1890 and began teaching and improving his technique as he applied it to help others with similar problems. He went to England in 1904 where he continued his teaching practice. Physicians began sending him their "hopeless" patients, who kept getting better under his guidance.

# PMPR Cosmetic Forecast 2003/2004

Nineteen physicians published the results of their successful case studies of the Alexander Technique in the *British Medical Journal*.

In the early 1930s, Alexander embarked on a journey to train teachers in this technique, so future generations could reap its benefits. It has been in continuous practice for all this time. Taught now by highly trained teachers<sup>5</sup> in individual lessons working with the specific needs of each person, the Alexander Technique is a gentle way of working, using a combination of words and thoughts to guide the body.

## “Grayshott Hall Health Fitness Retreat ... offers a range of alternative treatments [including] the Alexander Technique.”

Learning the technique requires very gentle hands-on guidance from a teacher who simultaneously gives a correct kinesthetic experience. That experience, repeated in a series of lessons, often results in profound changes both in appearance and the actual experience of health; it is true mind-body well-being.

### Time Has Come

The Alexander Technique can restore the natural balance, poise and coordination that is the birthright of childhood. Efforts to

maintain youth are for naught unless the effects of bad posture habits in activity—being too tense and stressed, or being overly collapsed and pulled down—are counteracted. All the exercises in the world are only as good as the way they are performed. The Alexander Technique is a way of improving the overall use and coordination in all activities. It can:

- Increase energy
- Decrease weight
- Improve circulation, breathing, digestion and sexual function
- Improve skin tone, color and overall vitality and oxygen capacity
- Relieve joint problems and back and neck pain
- Alleviate systems of arthritis and carpal tunnel syndrome
- Restore some, if not all, height lost due to poor posture

People can look younger, feel better, and function better in all aspects of life, both of mind and of body. The movement toward holistic approaches is clearly present in Europe, and promises to be the next wave of the future of the United States. The secret is out and the demand will race across the Atlantic to wellness centers and destination spas striving to offer the best services to their discriminating and knowledgeable clientele. This

is an idea whose time has come.

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<sup>2</sup>[www.iwellcon.com/default.cfm](http://www.iwellcon.com/default.cfm)  
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## **Baby Massage: A New Addition**

**By Michelle Kluck**

Many people are asking what baby massage is all about and why babies need to be massaged. It is indeed one of the most valuable and significant techniques a parent could ever learn. In today's fast-paced world, massage therapy and the importance of touch to the development of healthy, happy children is a hot topic in both the medical and spa industries. As more parents understand the importance of early involvement in their child's development, interest has grown in how massage therapy can soothe babies' discomforts and help parents bond with them. Numerous hospitals now offer baby massage classes to new parents as part of their prenatal programs, many spas are including baby massage workshops in their regular spa service menu and several cosmetics companies are launching baby product lines with the well-being of both mother and baby in mind.

### **Soothe and Communicate**

Baby massage is one of the most effective ways to soothe and communicate with a new baby. Because touch is one of the most essential elements to a baby's healthy physical and psychological development, all babies *need* to be touched to develop basic security.

Touching a baby is also among the fundamental elements of early bonding, which is the basis for later parent-child attachment. Baby massage workshops led by Certified Infant Massage Instructors teach parents simple massage therapy methods for everything from helping alleviate baby's colic and excess gas to simply soothing a restless baby to sleep. Better still, in the process of massaging their baby, parents learn how to communicate non-verbally with that child in a very intimate and long-lasting way.

Through massage, parents can learn techniques to relax their baby's entire body, relieve many common physical discomforts, nurture and interact with their baby and, of course, bond with their new baby by showing their love and affection with the power of touch.

Clinical studies show that baby massage can be one of the essential elements of the child-parent bonding process. Following is an excerpt from Michelle Kluck's book *Baby Massage: The Knead to Nurture* (Running Press Book Publishers, to be released in early 2003).

### **Why should I massage my baby?**

Baby massage, one of the easiest and most effective methods of early interaction with your baby,

has tremendous benefits for both you and your baby. Through your healing touch, you communicate love, security and comfort to your child. In addition to the physical benefits for your baby, massage helps you tune into your baby's body language and learn to interpret his moods, feelings and needs. As you become intimately acquainted with the look and feel of your baby's body, you'll be better able to detect changes and problems. As you teach him how to relax, you're preparing him to face the world with an early stress prevention program that will be invaluable in the years to come.

### **Benefits for baby:**

- Enhances communication and nurtures the parent-child bond
- Relaxes and soothes baby's nervous system
- Strengthens and regulates baby's respiratory, circulatory and gastrointestinal functions
- Relieves gas and constipation
- Reduces colic
- Reduces pain associated with teething

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- Encourages sleep
- Improves baby's muscle tone and motor skills
- Promotes faster weight gain
- Enhances baby's sense of touch and provides a wealth of fascinating sensory experiences
- Stimulates the brain and contributes to mental growth and development
- Promotes a healthy body awareness and self-confidence

**“Touching a baby is among the fundamental elements of early bonding.”**

In a study conducted by Tiffany Field at the University of Miami's Touch Research Institute, 20 premature babies who were massaged for 15 minutes, three times a day for two weeks, gained 47% more weight and were discharged six days earlier from the hospital—with a hospital cost savings of \$10,000 per infant—than babies who were not massaged. The babies who were massaged appeared more alert and active and showed more mature neurological development

than babies who were not massaged.

### **Benefits for parents**

- Promotes parent-child bonding
- Enhances intimacy, understanding and parents' ability to nurture
- Improves communication with the baby
- Involves fathers; fathers today are taking an increasing interest child-rearing and baby massage provides an opportunity for him to be more involved in the active care and nurturing of his baby; just as nursing helps mothers bond with their baby, baby massage helps fathers literally keep in touch and bond with their newborns
- Helps parents of premature and special needs babies who remained in the hospital after birth; massage is extremely beneficial for premature babies who have been separated from their mother and also for special-needs infants whose mental, visual, hearing or developmental impairments make bonding more difficult
- Massage techniques are used by many hospitals to ease the physical

discomforts baby may experience.

- Time spent reconnecting through massage can help parents focus back on home life and help babies feel secure and supported when babies they are in day care

### **A strong bond**

The bond between a parent and child may be one of the strongest and most important of human attachments. Nurturing a secure attachment between you and your baby is essential to the healthy development of your baby's sense of self and security in the world. Baby massage involves the most important elements of bonding and offers the ideal interaction between you and your baby to build a bond of trust and love. When you massage your baby, keep these essential elements of bonding in mind.

#### *Skin contact—touching.*

Communicating with your baby through touch is actually a natural continuation of the massage that takes place in the womb. Skin sensitivity is one of the earliest developed and most fundamental functions of the body. As early as eight weeks of age in the womb, human embryos have already begun to develop a sense of touch. During labor, a mother's contractions provide massive stimulation to the

baby's skin, sending messages to his nervous system and lungs to begin breathing. Baby massage continues this instinctive language of communication and provides significant benefits for your baby.

*Eye contact.* Eye contact is an essential connection for your baby's early attachment. Newborns focus their eyes at about 7 to 12 inches, which is about the distance you can hold them comfortably. This is also the ideal distance for face-to-face interaction during a massage. Babies can recognize color and are especially attracted to the human face. It seems that babies are actually programmed to see you. Eye-to-eye contact is a vital element in human interaction. It is a form of communication that nurtures the emotional bond between you and your baby.

*Verbal communication—“parentese.”* Since the seventh month of pregnancy, when a baby first responds to sound, your baby has been listening to your voice and can distinguish it from others. Parents instinctively change their speech patterns when talking to their baby and the high-pitch voice they often use fits with babies' natural attraction to higher frequency speech. As you massage, talking softly or singing will relax your baby. Infant researchers believe that singing affects more of the brain centers for language than

music without words. Singing also has been shown to help with language development.

*Odor—baby's sense of smell.* Newborns already can distinguish and recognize different scents. By six days of life, babies can recognize the smell of their own mother. During massage, the familiar scent of a mother is comforting to the baby. For this reason, it is recommended to use unscented massage oil.

Additional bonding elements that are enhanced during massage include maternal hormones and body warmth. Close contact with your baby can initiate the release of the maternal hormones oxytocin (the “let-down” reflex) and prolactin (to produce milk). In addition, temperature regulation occurs with close contact with your baby.

### **Technique**

A baby massage routine usually includes massage of baby's tummy, chest, face, arms, legs and back, as well some simple movements to improve baby's flexibility and coordination. The strokes are gentle and soothing, and the pressure used is light yet firm. Babies usually find very light pressure to be ticklish and will prefer a firmer touch. Baby massage strokes are easy to learn and can be done by anyone, including siblings and other relatives. In fact, baby massage is a great tool for bringing families

closer to the new member of the family.

While baby massage may be new to many parents, its extraordinary benefits have been a part of care-giving traditions for centuries all over the world. In India, mothers regularly massage their infants and pass these techniques on to their daughters. In Nigeria, mothers rub their babies with a wet loofah sponge that has been dipped in an herbal mixture. In Bali, infants are regarded as holy and are massaged for the first six months of their lives. The Chinese have integrated infant massage into various holistic methods for hundreds of years.

**“Touch is an essential element to a baby's healthy development.”**

Now, don't let history or the medical applications become daunting. You don't need to be a physician or a massage therapist to use the basic techniques of baby massage. In fact, baby massage techniques are intended for the novice who may know little about massage—and perhaps just as little about parenting, if this is their first child.

### **Continuous Nurturing**

In today's hurry-up world, it's easy to neglect touch, especially with children. Baby massage can help parents change all that by

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bringing touch and gentle stroking into their child's life on a daily basis. It is worthy to note that cross-cultural studies show that babies who are held, massaged, carried and rocked regularly grow into less aggressive adults that are more cooperative and compassionate.

**"As a child grows, parents can use massage to nurture well-being."**

Baby massage nurtures a child's physical, emotional and spiritual harmony. And massage doesn't have to end when babies become toddlers. As a child grows, parents can continue to use massage as a tool for nurturing and maintaining their child's health and well-being. It's easy to see how by combining touch, intimacy, play and care-giving, baby massage provides tremendous physical and psychological benefits for your child and builds the foundation for a relationship of trust and love.

The bond between a parent and baby may begin at birth, but it's a connection that will develop and mature over a lifetime. For that reason, enjoy this special time with their child. This is your chance to touch your baby with your hands and your heart. **PMPR**

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## **Sweet Solutions: Body Sugaring** *By Lina Kennedy*

Getting rid of unwanted hair used to be a hush-hush topic. Now, everyone is looking for sexy, hair-free, silky smooth skin, and new options are always progressing. Among hair removal methods, there is one gaining popularity for its ease and effectiveness: body sugaring.

Professional sugaring treatments are about refining, reducing and eliminating your hair growth without burning or bruising skin. There is no sticky residue and no breakout. Sugar paste is also 100% natural and skin-friendly. It is also water-soluble which is why it will never damage your skin. The esthetician performing the hair removal treatment will massage a soft, lukewarm velvety sugar paste onto your skin using one hand. This type of application allows the sugar paste to coat all of the hair while it also melts down into your skin and coats your hair on the inside of your skin, inside the follicles. Although the hair is not melted away, it is eased out of the skin with a quick “flicking” action. Hair is removed in the natural direction it grows, which will help to prevent ingrown hairs from occurring. Lubricating the hair with the sugar paste helps the hair ease out of the skin (follicle) and eliminates relatively all discomfort. This

allows hair that is even shorter than 1/16” to be removed. You can actually get sugared as soon as two days after shaving.

### **Distinct Benefits**

The best thing about sugaring is that it will lead to a permanent reduction in hair. Removing a hair when it is very short is important because the best time to remove a hair is when it is in the growing period. Continual extraction of hair in this period will deplete the follicle to the point of “no more growth.” Hair will first become fine and sporadic in growth. Each treatment will then bring you closer to eliminating the hair.

An added advantage to sugaring is that it is an excellent way to exfoliate the skin and rejuvenate its appearance. It is a very safe and gentle product to use on all parts of the body including the delicate facial skin tissues, regardless of age, skin color and hair texture. For example, even if someone has no hair growth to speak of, regular sugaring treatments will lift out the dirt and dead cells that fall into the pores. This will change the appearance of dry sallow skin into vibrant soft and silky skin. Even women with varicose veins, dry itch eczema or diabetes can get regular sugaring treatments. Everyone deserves to have hair-free, silky skin.

### **Creative Accuracy**

With the professional sugaring technique and sugar paste, you also need not worry about your eyebrows getting messed up. An esthetician can correct the shape one hair at a time if need be. If you go to a professional for an eyebrow sugaring, you can actually see what it might look like before the hair is removed. Precisely tapping each hair to be removed and molding it into the sugar paste achieve this. If you don't like what you see, simply tell your esthetician. The sugar paste gets wiped off and the esthetician tries again to get the perfect brow you desire. No harm, no mistakes and no mismatched eyebrows.

### **New Trends**

Get sexy and bold with the L.A. bikini. The L.A. bikini is fast-becoming the hottest request in sugaring, by both sexes. Both men and women are looking to feel sexier and to be bolder with their mates. In fact, sensations are heightened with the L.A. bikini from all perspectives. Professional sugaring removes every single hair from the sensitive bikini area without burning, bruising or tearing the skin. You can even request a design—it is that precise. From hearts to initials to Mickey Mouse, you can be creative with your bikini area.

Body sugaring is here to stay. You'll never know how great it is

## **PMPR** Cosmetic Forecast 2003/2004

until you try it! You have nothing  
to lose—except your hair. **PMPR**

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## **Tanning Trends**

**By Michael Stepp**

Since the late '70s, indoor tanning has been the fad that keeps on going. In the early days, indoor tanning was viewed as a passing trend. Nearly 25 years later, the industry is alive and well and gaining the attention of more mainstream businesses looking to play the tanning game. More and more people want to look good and maintain the golden bronze color all year-round, not just during the spring and summer season. What was once a seasonal business is moving more year-round in order to help people look their best.

Today, about 28 million people visit tanning facilities in this \$5 billion industry every year. About 30,000 businesses offer tanning services; fitness clubs, video retailers and beauty salons are joining the ranks in record numbers.

Independent video stores find that selling indoor tanning services is becoming a profitable add-on to their existing business. This trend is likely to continue as more and more independent video stores are being squeezed by major chains.

Besides the new and improved sunless tanning lotions on the market, companies such as Hollywood Tan and Mystic Tan have introduced sunless tanning booths that airbrush a color on to

tanners. Although celebrities for years have used indoor UVA-inducing tanning beds and airbrush artists to “paint” their bodies with a golden glow, some stars such as Jennifer Aniston have started to use the new ancillary services of tanning salons such as sunless tanning booths, where after as much as three passes in one application, you get a “painted” tan that looks good for three to five days. The only limitation is it won’t last in chlorinated pools. Clients are also combining the two. People often find that the brown they get from UV tanning is beautifully complemented by the golden brown they can get from the mist. UV tanning does a great job of prepping the body by dehydrating a tanner's skin and making it more susceptible to a fluid being absorbed.

### **Ancillary Services and Accessories**

The goal of any tanning salon should be to stand out in a crowded marketplace by offering a unique experience. Many salons offer facial services, aromatherapy, nail services and even body wraps. Others feature accessories such as Lucas Products Corporation’s Trend Gems, temporary crystal tattoos available in an array of eye-catching designs. The crystal tattoos easily are applied directly to the skin with convenient peel-and-stick technology and are made to last through an indoor tanning

session, a day at the beach or a night on the town. Items such as swimwear and sunglasses are also good sellers, in addition to tanning lotions. Lotion maximizers with bronzers or self-tanners will continue to be popular. Hot-action shimmering bronzers are the industry buzz products right now. Lotions that allow the skin to attract and use more oxygen are also on the horizon as are lotions that contain shimmers to add an iridescent kind of a glow. BlackGold is marketing carrot seed oil and hemp oil as all-natural, and despite the negative connotation associated with it, tanners are buying it for the great organic anti-wrinkle properties. One manufacturer is marketing an onion-seed oil that may help heal scars.

**“About 28 million people visit tanning facilities every year.”**

Health supplements may not seem to have close ties to tanning but the connection is unmistakable—seeing a pale professional body builder is about as likely as seeing a tan leprechaun. Bodybuilders know that a golden tan makes their chiseled physique look even better. The average tanning customer is a health-conscious adult between the ages of 18 and 49 who spends an average

## **PMPR** Cosmetic Forecast 2003/2004

of \$600 annually on products and services designed to enhance their well being and appearance. With that in mind, selling health supplements is a "no lose" opportunity. Sexual enhancement products are also very popular. There are a lot of natural sexual-enhancer products for men and women. Weight-loss products are very popular these days too. **PMPR**

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*Michael Stepp is president and CEO of Wolff System Technology, founded by Friedrich Wolff, the father of the indoor tanning industry. The company manufactures lighting systems for tanning beds and is the exclusive licensor of Wolff System certified tanning beds in the United States and Canada. 770-777-9489, wolff@precisioncommunications.com*

## **Anti-aging Skin Care: Revealing True Beauty**

**By Myong Chong**

The body has an amazing capacity to heal and rejuvenate itself—and the skin is no exception. As the largest organ, the skin readily benefits from the same nutrients that nourish the body as a whole. A multivitamin approach to health and beauty can promote tissue growth, repair damaged skin and provide added protection against environmental toxins. As consumers continue to focus on natural solutions to common beauty concerns in 2003, skin care experts expect trends to reflect a renewed emphasis on products formulated to correct, rather than conceal.

Simply labeling a product as natural, organic or botanical may have been enough to get consumers' attention five years ago, but in the months ahead, the skin care solutions everyone will be talking about are those that best leverage the healing potential of nature's most powerful ingredients.

Certain vitamins, essences and moisturizers are effective weapons against everything from harmful UV rays to damaging free radicals—something industry experts have known for quite some time.

But there's a catch.

In order to be effective, these nutrients must be first absorbed by the skin, not simply applied

topically. And, until recently, few skin care products were designed to penetrate beyond the dead and dying cells of the outer layers of skin. This is where the advanced science of the industry's next generation of skin care comes in. The best part is that these products are available right now.

### **Clean and simple**

The key is to treat the skin deep below the surface, to restore pH balance and hydrate tissues. In recent years, prominent physicians in Japan and throughout the Pacific Rim have begun to sing the praises of vitamin-based products that deliver nutrients into the skin. Now, the United States is finally seeing simple one-step products with the natural chemistry to make it happen.

A thorough cleansing remains the all-important first step of any skin care regimen. Makeup, dirt and environmental pollutants can clog pores and lessen the effectiveness of topical nutrients, so it's critical to use a product that not only deep-cleans to remove makeup and impurities but also keeps skin soft and supple. These advanced all-in-one cleansers are available now in the United States, serving as a vital starting point for an anti-aging regimen.

The hydration and light massage of a daily cleansing stimulates blood circulation, which in turn improves both the texture

and color of the skin. Even the bone structure becomes more prominent as the skin's appearance improves, revealing natural-born beauty.

Although there are lotions, creams, serums and extracts formulated for just about any imaginable skin problem, aging is a complex process. Until the true culprits are targeted, identifying a solution can be a hit-or-miss proposition.

When identifying the causes of aging skin, it isn't just a time element that must be considered. Other factors also come into play, such as nutrition, stress and environmental damage. Identifying the cause of damage will make it easier to create a plan of attack—both from a consumer and product development standpoint.

### **Turn back the sundial**

First, the bad news: an estimated 90% of the skin damage associated with aging is attributable directly to UV exposure. Now, for the good news: a majority of the sun's damage can be prevented, and even reversed. In the coming year, men and women will be able to choose from an increasingly wide selection of natural products designed specifically to combat sun damage.

When choosing products to fight photo-aging, consumers should look for vitamins A, B, C, D and E. Of these ingredients,

vitamins B, C and D play especially important roles in fighting sun-related aging.

Topically applied vitamin B has a dramatic impact on the skin's ability to handle the stresses of moderate sun exposure. It is an anti-inflammatory, which minimizes redness, constricts pores and strengthens capillary walls. It also stimulates the skin and regenerates DNA.

Topical vitamin C is a powerhouse when it comes to offsetting the damaging effects of the sun. It protects the skin from UVA and UVB rays, improves the immune system, stimulates the production of collagen and contains high levels of antioxidants, which reduce or neutralize free radical damage.

Vitamin D is another topically applied substance that helps preserve a youthful complexion. In contrast to vitamins B and C, however, vitamin D works as a supplement rather than a shield. Because the sun is a natural source of vitamin D, physicians highly recommend that people enjoy 20 minutes of sunlight per day, but only in the hours before 10 am. Since busy lifestyles rarely permit consumers to adopt a regular schedule of morning sunlight therapy, however, a product that can supplement the natural absorption of vitamin D is needed. These products are now available

and have been shown to promote a healthy complexion.

The nutrients are powerful allies in the fight to preserve youthful skin, defying the signs of aging. Yet, despite industry advances incorporating these effective ingredients, the best defense against sun-related aging is to use good sense—and a good sunscreen—while enjoying the great outdoors.

Most important: avoid tanning. A tan is not a “healthy glow.” In fact, added exposure to harmful UVA and UVB rays—whether through natural sunlight or a tanning bed—not only accelerates the aging process, it can be life threatening. Skin cancer rates have reached epidemic proportions in the United States, with more than one million new cases each year. Rather than risk the serious consequences of tanning, opt instead for the natural glow that comes from good nutrition, exercise and emotional balance.

To stay looking good in 2003, follow these sun-smart recommendations:

- Avoid tanning beds. The UV exposure is 20 times stronger than that of the sun.
- Don't be fooled by overcast days. UV damage occurs even when the sky is cloudy.
- Stick to SPF 30. Higher SPFs are not recognized by the Food and Drug Administration, and

a higher SPF may cause more irritation to the skin.

### **Stress: A detriment to skin**

While it's true that many in the United States are beginning to reassess their demanding careers and cut back on outside obligations, society as a whole is still hopelessly high-strung. The fast-paced lifestyle many lead can be stressful. Unfortunately, the body responds to this stress with physical, neural and hormonal changes that have harmful—even deadly—effects on health. It's no wonder that stress also takes its toll on appearance, making some look older than they are.

**“Most important:  
avoid tanning.”**

When worried, anxious or struggling with painful emotional issues, it's more of a struggle for the body to maintain a beautiful outward appearance. By reducing stress, the body's ability to repair and renew its tissues is increased. Steps can be taken to help reduce stress and enhance overall well-being:

- Exercise regularly. Physical activity is a powerful stress-reliever.
- Have regular massages. The healing touch stimulates circulation as it aids in relaxation.

# PMPR Cosmetic Forecast 2003/2004

- Indulge in a professional facial. It will make you feel relaxed and pampered, and you'll notice a difference in your skin right away.
- Don't neglect your spiritual side. A peaceful mind is better equipped to handle difficult situations in a positive way.
- Get plenty of rest. Much of the body's natural rejuvenation takes place as you sleep. A well-rested person also is less likely to become easily stressed.

In addition to the systemic changes brought on by mental and emotional factors, physical stressors such as pregnancy, facelifts, laser surgeries and chemical peels can dramatically affect skin elasticity, pigmentation, moisture and texture. In these cases, practice a strict skin care regimen prior to—and following—the stress to lessen trauma to the skin.

## A healthful diet

Most often, the word “diet” is mentioned in conjunction with weight loss. However, in 2003, expect the emphasis on “diet” to center on overall health and nutrition.

**“... but the emphasis is on smooth, glowing skin.”**

Healthful foods—and plenty of water—provide essential building blocks the body needs to grow new

tissue, repair damaged tissue, reduce inflammation, control allergies, protect itself against toxic substances and minimize harmful cross-linking caused by free radicals.

Men and women should enhance their skin care regimens by eating a balanced diet. This way, the skin has the benefit of proper nutrients fueling its growth from the inside, while topical applications of vitamin-rich solutions penetrate the skin from the outside. Follow these tips to keep a healthy body and complexion:

- If losing weight is the main goal, don't starve yourself. The lack of nutrients will show in the face.
- Limit intake of caffeine, alcohol, sugar and salt. These substances are guilty of inducing a host of fluctuations, ranging from sleeplessness to water retention, that the skin has a difficult time handling.
- Cut back on spicy foods if you have sensitive skin. Too much of certain spices can exacerbate skin problems.

## Revealing true beauty

For better or worse, the beauty industry has gained quite a reputation for cosmetic camouflage over the years: concealing blemishes, covering wrinkles and disguising imperfections. It's clear that the industry is focusing less on

creating an illusion of beauty and more on protecting and preserving natural-born beauty. Makeup will still be popular for enhancing facial features and adding a touch of drama, of course, but at the heart of the industry, the emphasis is on smooth, glowing skin.

The products that will succeed in the coming years are those that represent the three Ns: nourishing, nurturing and natural. When skin is healthy and vibrant, it is natural to feel more beautiful and desirable, projecting a positive energy to the world around you. There's no miracle in a bottle, but there are some truly amazing products out there will receive more coverage throughout 2003. The miracle is what happens when you use what's in the bottle to nourish the skin and nurture its ability to heal and protect itself. **PMPR**

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## **Dermatology: New and Old**

**By Amy B. Lewis, MD**

Dermatology is an ever-growing and changing field of medicine. It's exciting in its ability to treat the young and old. Over the past five years in dermatology, most of the strides have been in laser technology along with improvements in topical rejuvenation. In the future, additional improvements in these areas, as well as in the treatment of the acne problems in teens and young adults, are expected.

Everybody knows that dermatologists can now erase the signs of worry and time with laser resurfacing and injections. However, patients do not want the downtime anymore. They cannot give up two weeks of their active social calendar to be red and swollen from laser resurfacing. The newer non-ablative lasers, such as Smoothbeam, Cool Touch and N-light, allow the laser beam to go directly through the skin into the collagen fibers. It "wakes" up the collagen and stimulates growth of new collagen beneath the surface of the skin, firming and tightening it. The most common areas of use are around the mouth, around the eyes or on the cheeks of those with textural imperfections. It takes about 15 minutes, has barely any

discomfort and minimal redness occurs after the treatment.

Another lunchtime anti-wrinkle and complexion treatment is the Refinity peel, a high-potency glycolic peel with a patented anti-irritant that is a naturally occurring substance called strontium. After a series of these peels, pigmentation improves, unwanted brown spots will fade, fine lines will become less visible and the complexion will have more luster. It also unclogs the pores and diminishes acne. Again, the 70% peels could leave skin red, scaly and scabby for several days. These newer peels have the novelty of improvement without anyone seeing any redness or evidence of the peel after the procedure.

An even newer procedure that is also performed by many estheticians, under the supervision of a dermatologist, is called dermaplaning, which uses a specialized razor to "shave" the face. The razor is specially made and softened to the edge and will not cut the skin. However, it will microabrade the skin and the pores to eliminate dead skin. It is an excellent means of exfoliation. Because the body is tricked into thinking that it has a minor injury from this procedure, it starts repairing the skin by replacing the environmentally damaged skin with healthy plump cells and re-aligning collagen. For some people who

may be too sensitive for microdermabrasion, the dermaplaning technique may be more tolerable. Most estheticians will combine this dermaplaning technique with a light peel directly after the manual exfoliation to heighten the improvement.

## **Anti-Aging at Home**

Of course, these procedures are done by skin care professionals. There are ways to get involved with the anti-aging regimen at home. In the last several years, Retin-A and retinols, along with glycolic acids, have been used for anti-aging treatment. New on the horizon are antioxidants and natural botanicals, such as vitamin C and green tea formulations. Green tea is an age-old Asian tradition. When ingested, it can ward off internal cancers and increase lifespan. Research suggests that green tea is one of the most potent antioxidants known to mankind. It has both anti-inflammatory and anticancer properties. Though it sounds almost too good to be true, the problem with green tea has been its inability to be stable in cream form and to absorb through the skin.

A new formulation by Topix called Replenix Green Tea has achieved this goal. It is to be applied to the skin twice a day safely around the eyes and to the entire facial area. There are two formulations: the light serum will disappear almost immediately into

the skin and can be topped off easily by any other cream or makeup, while the cream formula has hyaluronic acid, a potent emollient, to keep in the moisture in for those with dry skin.

Tissue Nutrient Solution (TNS) Recovery Complex was developed by Advanced Tissue Sciences, Inc. Human skin possesses certain natural proteins called growth factors that allow the body to regenerate and repair itself. It has been known for a long time that skin, *in utero*, or from the newborn baby, has extraordinary healing ability. Damage from a traumatic event, *in utero*, is usually repaired with no invisible scar. After extensive research, these proteins were isolated and grown from bio-engineered tissue from human skin.

The growth factors stimulate the natural processes that result in new elastic tissue, new collagen formation, new healthy blood vessels, reduced inflammation, more rapid healing, and the reversal of sun damage. These are the same chemicals that are present in newborn skin. The potent concentration of the enriched nutrient solution with human growth factors, soluble collagen, hyaluronic acid, proteins, amino acids and powerful antioxidants are available only through physicians. This complex does not contain any Retinol, alpha hydroxy acids or

beta hydroxy acids and will not increase sun sensitivity.

Another natural cream is Donell Company's CX Correction Cream, which uses the active ingredients of bovine cartilage. Its anti-inflammatory properties are helpful after irritation from a peel or sunburn to soothe the skin. It contains a complex mixture of naturally occurring biologically active substances present in the body's own cartilage.

Donell also has a new product named Cx Rosacea Therapy, which combines both the moisturizing effect of the hyaluronic acid found in cartilage with anti-inflammatory and wound-healing properties to decrease the swelling and stinging of the flare-ups for rosacea patients. Continued use shows that it slows the progress of the disease and improves the quality of skin.

### **Injectable Collagen**

Injectable collagen has been used for many years to plump up deepening lines around the mouth or shrinking lips. Although some people may be allergic to collagen and others will just say collagen doesn't last long enough, not many other options are available for people with these cosmetic concerns. Many more fillers, such as hyaluronic acid-based injectables, are not yet approved by the Food and Drug Administration but are being used in Canada, South

America and Europe and are undergoing trials in the United States. Hyaluronic acid is a molecule that exists in nature and is an excellent moisturizer because it binds water. When injected under the skin, it also binds existing water and holds the filler substance for a much longer period of time. The major building blocks of normal skin include both collagen and hyaluronic acid. As the body ages, it loses collagen and hyaluronic acid. Although it has been tradition to replace collagen in the past, the future will probably see more hyaluronic acid fillers: Hylaform; Perlane, a slightly thicker variation used for the deeper folds around the mouth; and Restylane, which can be layered on top and is a better filler for the lips themselves and the fine lines above the lip.

A new polylactic filler that is only available outside the United States at this time is called New-fill. It may last even longer than the hyaluronic acids, which are reported to last about six to seven months. If that is not long enough, permanent fillers such as Artecoll, a more permanent form of collagen, are available. Although this can cause excellent correction for deep folds and lines, a prior skin test is required because allergies, although less likely than U.S. collagen, have been reported.

### **Anti-Acne Chic**

## **PMPR** Cosmetic Forecast 2003/2004

For teens and young adults who are tired of the usual Clearasil and other acne medicines, some new solutions are on the horizon. Not only is acne now being treaded earlier, it is no longer a stigma to be on an acne wash or an acne medication. Taking care of your skin is chic. With the appearance of blackheads or the occasional pimple, it is time to start. Newer research shows that alpha and beta hydroxy acids in a skin care regimen can give increased improvement over inflammatory acne than benzoyl peroxide. These acids can be found in natural fruit acid washes and less irritating creams—a great option for the younger generation.

For those who cannot tolerate many of the creams or the side effects of the oral medications for acne, a revolutionary new acne treatment was recently approved by the FDA. The Smoothbeam diode laser, which is also used for non-ablative treatment of fine lines and acne scars, has been shown to improve active acne lesions. In patients that were studied, the 98% clearance of back acne lesions after four treatments did not recur for at least six months. For teen and adult acne patients who are dissatisfied with topical and oral regimens because of the risks or side effects, this is an intriguing option. This treatment is very easily tolerated

and can be done in less than 20 minutes on the face or back.

### **Botox, Botox, Botox**

Botox was approved by the FDA for cosmetic use in 2002. Although most of the studies were done for the frown lines between the eyes, Botox is now used for lines of muscle movement including the forehead, the brow, crow's feet and fine lines directly under the eyes. Newer uses include unwanted turkey bands on the neck and drooping mouth corners. If used correctly and in small doses, it can also help the “smoker's lines” that are seen often in both smokers and non-smokers above the lips.

However, the newest trend in Botox is who is using it. It is not just for women anymore. Men are now taking advantage of Botox to rid themselves of deep facial wrinkles. Botox has a safety record of more than 20 years for use in neurological problems and has been used in children for cerebral palsy. It is used in much lower doses in dermatology and it's extremely safe. Botox is something that may make the younger generation think about whether its time to begin preventing the development of deep wrinkles and lines. In this way, it will ensure that the lines never get deep enough to cause unsightly creases on the skin. Botox should be used for relaxation of the muscles, it can help tension headaches abate and can allow

patients to look well rested and feel good about their appearance. It also can be used to decrease excess sweating under the armpits or in the hands.

### **Forecast**

The forecast for 2003 is additional uses of Botox, improvement in laser technology to make them faster, cheaper and more effective without any down time. In addition, anti-aging creams formulated with botanicals and antioxidants and more products from the natural arena will flourish. The fillers with hyluronic acid or polylactic acid will be stiff competition for collagen in the future after they are FDA-approved, and in a few years, severe acne may become a thing of the past. **PMPR**

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## **PMPR** Cosmetic Forecast 2003/2004

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## Hydroxy Acids and Beyond

By **Barbara A. Green**

Alpha hydroxy acids (AHAs) have transformed skin care and have enjoyed huge commercial success since their introduction by dermatologist Eugene J. Van Scott, MD, and skin biochemist Ruey J. Yu, PhD, MD, in the early 1970s. It's hard to believe that 30 years have passed since the first benefits of AHAs were published, demonstrating their nearly miraculous, normalizing effects on severe dry skin and ichthyosis. After relentless teaching of their benefits for more than a decade, the first AHA-containing product, the prescription Lac-Hydrin<sup>®</sup>, was launched in the mid-1980s. Then came the observation that AHAs can help to reverse signs of aging skin, and voila—the health and beauty market for AHAs took off, growing exponentially, beginning with the first product in the category, Avon's Anew<sup>®</sup>.

Now, it's hard to find a company that has not launched a skin care product containing AHAs. Their reputation as an exfoliant, anti-aging ingredient and skin brightener has garnered AHAs a lead position in the market, well ahead of any competitive technology. AHAs remain one of two ingredients with substantial clinical and scientific evidence that

they can reverse the signs of dermatological aging. The other is retinoids. However, many consumers and skin care specialists do not understand many of their skin benefits. To add to the confusion, there are now hydroxy acid technologies that provide the anti-aging and skin smoothing effects of AHAs with many added benefits, including gentleness—the one feature that seems to have escaped AHAs.

### AHA Benefits

Glycolic acid and lactic acid are the two most commonly used AHAs in cosmetics and therapeutic skin care, regardless of whether the products are found in retail outlets, spas and salons, or in physicians offices. Glycolic acid and lactic acid have earned the reputation as being the “workhorses” in AHA skin care. Rightfully so. Aside from their demonstrable benefits on skin turnover and exfoliation, these ingredients have been shown to reverse some of the histological signs of photo-aging in the dermis, where wrinkling and sagging actually occur. Studies have demonstrated a reversal of abnormal cell structure that results from cumulative sun exposure, as well as increased collagen levels and the water-binding glycosaminoglycan (GAG) substances, such as hyaluronic acid. Solar elastosis, a condition primarily characterized by a

proliferation of abnormal, globular elastic fibers that are incapable of stretching, can be reversed with AHA use leading to the development of normal, healthy elastic fibers and the resulting increase in skin elasticity. Wow! Who knew the AHAs could do all of this?

**“Glycolic acid and lactic acid are the two most commonly used AHAs.”**

These agents also promote epidermal normalization. This is important because the epidermis is responsible for generating a protective skin barrier on a daily basis. An unhealthy epidermis causes diminished barrier function, dehydration, scaling, flaking and roughness. The melanin-producing pigmentation cells reside in the epidermis, too. Cumulative exposure to sun causes abnormal behavior by these cells, leading to the development of sunspots and age spots. AHAs have been shown to normalize the epidermal structure, promoting more even pigmentation and a healthy stratum corneum. Both the epidermis and dermis benefit from AHA use.

It's an undeniable fact that most of the effective AHA products on the market are also the ones causing the stinging and burning many sensitive skin consumers experience. It makes sense, AHA

products need to contain free acid—not neutralized—to penetrate and have significant benefits on skin. The small molecules of glycolic and lactic acid in their free acid state get into the skin quickly and often elicit a stinging and burning effect. However, patented amphoteric technology can tie up the acid temporarily and slow down penetration without actually neutralizing it all, and the resulting benefits offer advancement in AHA skin care. Amphoteric amino acids, such as arginine and glycine, can be used during the formulating process to help adjust pH and form a temporary complex with the free glycolic acid. The result is reduced stinging, less irritation and retained effectiveness.

Traditional AHAs, including glycolic acid and lactic acid, are highly polar, water-soluble materials. Lipophilic AHAs also exist, and they offer benefits on oily and acne-prone skin because they can preferentially absorb into the oil rich follicles. Mandelic acid, glycolic acid with a phenyl group attached, and benzylic acid, glycolic acid with two phenyl groups attached, are two examples of AHAs with enhanced oil solubility. These agents have demonstrated anti-acne benefits and improvements in rosacea, perhaps due to absorption into the oily follicles and the resulting

normalization of keratinization in this microenvironment.

Some acetylated forms of AHAs, such as O-acetyl mandelic acid, have effects on skin and nails that are opposite to the traditional effect of AHAs. That is, they actually promote the accumulation of surface cells. It's easy to imagine the benefits of these compounds on thin, layered nails, a condition clinically referred to as onychoschizia. With regular use, nails become harder and thicker. Perhaps there is a use in skin as well to promote the formation of calluses. Golfers, weight lifters and runners are just a few that could benefit from this effect.

### **What's New**

After the discovery of the AHAs, continued research led to the use of new poly hydroxy acids (PHA), including gluconolactone and glucoheptonolactone. Considered the "next generation" of AHAs, these compounds provide some unique benefits that other traditional AHAs do not offer. For example, many PHAs are antioxidants, functioning as chelators, which trap metals that can have a pro-oxidative effect. Some testing models have demonstrated that gluconolactone can prevent the oxidation of other substances similarly to ascorbic acid (vitamin C) and citric acid. Due to their multiple hydroxy groups—thus the name poly

hydroxy acid—these compounds are humectants that attract and bind water. In this regard, their effect is similar to other known humectants, glycerol and propylene glycol. Perhaps one of the most important benefits of the PHAs is their gentleness. When compared to glycolic acid and lactic acid, PHAs are non-irritating and non-stinging. Studies have demonstrated their compatibility with sensitive skin, even on rosacea and atopic dermatitis. These compounds are well-suited for use in the burgeoning post-procedures market, such as microdermabrasion, superficial glycolic acid peels and nonablative laser, as a result of the antioxidant and hydration effects in combination with their gentleness.

**"Gluconolactone and glucoheptonolactone are considered the 'next generation' of AHAs."**

There also are important benefits to skin health and safety. Glycolic acid and lactic acid have been shown to increase the skin's sensitivity to sunlight, necessitating the use of sunscreens in combination with AHAs during the day. A low SPF has been shown to prevent any increase in sun sensitivity by AHAs. PHAs have been shown not to have this negative effect on skin. Other

studies have demonstrated another important difference: PHAs actually can strengthen skin barrier function against an external irritant.

But do gentle PHAs have significant anti-aging benefits? Multiple research studies say yes. PHAs smooth skin, diminish the appearance of pore size and wrinkling, and improve elasticity, firmness and clarity. Formulated in much the same way as AHAs, PHA products include cleansers, toners, moisturizers, anti-aging treatments, serums and daily use lotions with sunscreens. A recent study comparing the anti-aging effects of AHA and PHA products demonstrated comparable levels of effectiveness over the twelve-week testing period, with improved mildness characteristics in the PHA treatment group.

### **“Lactobionic acid is a poly hydroxy bionic acid.”**

The next “next generation” AHA is yet another step ahead. Lactobionic acid, a unique compound derived from milk sugar, is a poly hydroxy bionic acid. It is extremely hydrating, even film-forming. Once hydrated, it never dries to a powder because it holds water so tightly that a gel forms during the dehydration process. All of this provides a light occlusive effect on skin and silky smooth aesthetics. This compound has

potent metal chelating properties, making it a strong antioxidant. So much so, it is currently being used as an antioxidant preservative for organs during transplantation procedures. Metal chelation has another important effect, diminished metallo-proteinase enzyme activity in skin. Activation of these enzymes is largely responsible for the degradation of collagen in skin after sun exposure. Indeed, lactobionic acid formulations have been shown to provide significant benefits on the appearance and feel of photo-aged skin, but actual prevention of the photo-aging process remains to be seen.

Lactobionic acid is ideal for use post-procedurally. It is non-irritating and very hydrating. It is an antioxidant that may also promote healing. When formulated in an occlusive type vehicle, this compound provides a blanket of moisturization on skin. In addition, it helps extend the benefits of cosmetic procedures. Both microdermabrasion and superficial peels diminish skin barrier function. Topical application of a non-irritating bionic PHA enhances skin benefits by providing AHA effects on cell turnover, pigmentation normalization and collagen and elastin building qualities. Lactobionic acid is a breakthrough technology in skin care.

### **Around the Corner**

Another significant ingredient technology of the future is acetylated amino acids and amino sugars. These new compounds are being developed and patented, promising to keep the anti-aging ingredient arena advancing at full speed. The compounds consist of N-acetyl amino acids, such as N-acetyl proline, and the neutral compounds N-acetyl amino sugars, such as N-acetyl glucosamine. Both categories of compounds have shown benefits on photo-aged skin, helping to plump skin by building water-binding materials in skin. Some others in these new ingredient categories are useful in treating eczema and itching conditions. They are gentle and physiologic.

### **In a Nutshell**

Alpha hydroxy acids continue to be used extensively in the fight against photo-aging and for adjunctive therapeutic effects in clinician’s offices. Use of patented amphoteric formulation approaches can improve their side-effect profiles, while maintaining strong clinical effects. New, more lipophilic AHAs will be seen in the future when targeting oily skin. Poly hydroxy acids are a tremendous advantage in skin care. Offering all of the anti-aging benefits of AHAs, these hydrating compounds are also antioxidants, barrier conditioning, gentle and

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safe. Lactobionic acid, one of the bionic PHAs, is a unique compound with strong water-binding effects, antioxidant properties and skin smoothing benefits. Other new ingredient technologies are being developed to offer consumers the option of non-acid anti-aging skin care to complement the full range of hydroxy acids technology available.

**PMPR**

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## Spa Retail: Ingredient Trends

By Dieter Küster

As little as ten years ago, spa treatments were considered a luxury for the rich and famous. Only pockets of the population considered them a well-deserved necessity. The evolution into a broader acceptance by a more knowledgeable and educated public was seen only five years ago. Now, scientists and formulators have come together with the medical establishment in the search for treatments that will bring everlasting youth.

The industry's increasing awareness for nature's beauty and society's desire for longevity will bring the industry more in harmony with nature and, therefore, the need for products that truly are anti-aging.

More and more claims have been made, most of them only hopes and dreams, but quite a few have become reality. Now in 2003, new and exciting ingredients, scientifically researched materials from nature and biologically created products by science give the beauty industry a large variety of effective tools. Botanicals—as mentioned in the Biblical book of *Revelations*, “From the leaves of the trees comes the healing of the nations”—are playing a special role in medicinal research and are

mentioned as such in the second edition of the *Physicians Desk Reference for Medicinal Herbs*.

Organic and inorganic ingredients have been nearly perfected and can be used a variety of ways in topical products. Ingredients from the sea, which can be both organic and inorganic at the same time, play a vital role, as do ingredients that come from mostly renewable sources and plant materials from all parts of the planet.

With unlimited possibilities available, consumers must and will consult their skin care professionals for advice and treatment recommendations. Yet, consumers will be very quality conscious and will question a lot of claims made by manufacturers. Spas have to be aware and willing by not only treating their clients to the best of their knowledge, but also by consulting them in regards to home use of results-oriented products.

The quest for facts and not for hype and promise will play a vital role. The consumer has to be educated and made aware of the wear and tear factor on skin, accelerated through aging. Therefore, skin must be replenished with proper nourishment in order to maintain a youthful appearance. It is evident that the metabolism of the skin reflects the condition of the body as a whole. Therefore, “maintain,” “correct” and “reverse”

are the key words associated with healthy-looking skin.

Look for products that combine vitamins, amino acids, enzymes, ceramides, herbal extracts and botanical proteins in a synergistic combination to create results-oriented cosmetic products.

### Key Ingredients

Ideas and procedures that will play a large role in formulation of the future are botanical extracts such as those listed for the following effects.

#### Antioxidant properties and free radical

**scavengers**—Horseradish, lemon, licorice root, bearberry and yarrow for skin lightening, and green tea, meristem, pumpkin, rice, spirulina, seaweed, St. Mary's thistle and mimosa tenuiflora extracts.

**Alpha hydroxy acid effects**—Rhatany root, moor, walnut, curcuma root, barm and licorice root extracts as natural UV filters for sunscreen preparations, and pineapple, lemon, hibiscus, citrus blends and grapefruit extracts.

**“Spas must consider the three most important words: service, quality and availability.”**

**Moisturizing**—Radix rusci, red wine leaf, sophora japonica,

buck wheat, hawthorne and gorsechestnut extracts to address couperose, and oat, seaweed, soy, corn, cucumber, black current, green tea and wheat bran extracts.

**Anti-aging**—Black sampson, centian, ginkgo, hops, Irish moss, red beet, wheat germ and St. Mary's thistle extract.

**Skin protectant/restorer and anti-inflammatory**—Arnica, calendula, chamomile, oak bark, pansy, sage, oat, burdock root, propolis, solomons seal, St. John's wort, mimosa temuflora, mistletoe, mallow and marshmallow extract.

**Circulatory (addressing varicose and spider veins or rosacea)**—Horse chestnut, Indian cress, rosemary, calamus, Scotch pine extracts and rosemarinic acid.

### "Botanicals are playing a special role in medicine research."

Of course, many more classifications exist as far as skin conditioning is concerned. Many herbal extracts and substances are used for different conditions many times over, whereby the formulator has to consider the perfect combination and amounts to be used. In addition, there are innumerable plants and herbs, found daily in explorations of China, India, South America and Africa.

In biological engineering, new exciting materials such as life cell yeast, stable vitamins, different types of acids like alpha lipoic, rosmarinic, ursolic and octanoic are very important in ingredient innovation. A large variety of plant-derived proteins, such as oat, wheat, soy, almonds, corn, rice and different types of glucans also are of significance. Out of those above, a variety of amino acids can be broken out as well, allowing manufacturers to take advantage of liposomal technology to create the smallest molecule possible for skin penetration by using the highest quality grade of phospholipids as starting material.

As mentioned before, the well-researched combination and balanced ingredients usage of all or many substances will lead to the ultimate results-oriented product.

### **Service, Quality, Availability**

As with any trends in product or service, spas must consider the three most important words: service, quality and availability, not one can do without the others. "Nothing in this world moves until something gets sold." This is even more important today than it was 50 years ago. The coming year will see an increase of multi-usage, men and women in search for the quest of everlasting youth. But, they are

learning to forget the wrinkles, because little creases and folds add character. Instead, they are finding beauty within. Self-assurance is created always in how they feel about themselves. Remember, feeling good is looking good, and looking good is feeling good. **PMPR**

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## **DNA: The Fascinating Molecule**

**By Céline Gudit**

Located in the cell nucleus, DNA represents 70-90% of its dry weight. Associated with specific proteins—histons, DNA makes up the chromosomes. DNA is, therefore, the carrier of genetic characteristics. DNA also determines synthesis of protein, large molecules that represent one-third of human dry weight. They constitute almost all cell structures and play an important part in every biological reaction,.

### **History**

At the end of the 19th century, Friedrich Miescher, a Swiss biochemist, isolated a substance from the cell nucleus while he was studying salmon spermatozoon. It was called “nucleon.”

In 1944, three American biologists, Avery, MacLeod and McCarthy, identified the chemical essence of hereditary matter. Even though this substance was thought to be a protein, these researchers established it to be an acid—deoxyribonucleic acid or DNA. In 1953, Watson, from the USA and Crick, from Britain, laid out a pattern of representation of the DNA molecular structure. In 1962, they received the medical and physiology Nobel Prize for their discovery. In fact, DNA hasn't been studied that long; researchers

started from scratch and have studied gene therapy only about 50 years.

### **A Lifetime**

The lifetime of proteins is rather short; they wear out quickly and must be replaced regularly. When a protein synthesis is required, a process is initiated using the contents of DNA. However, because it's located deep in the nucleus, DNA uses an intermediate molecule: ribonucleic acid or RNA. The chemical structure of RNA and DNA are quite similar to each other. When a protein must be synthesized, DNA opens itself on a given length, corresponding to the information required by protein synthesis. (Note: DNA molecules are very long, about one meter in humans.) RNA then transfers the information from DNA. DNA takes back its initial shape, while RNA migrates to a ribosome where the synthesis of proteins takes place. The role of RNA is to carry information out of the cell nucleus.

As DNA rules all protein synthesis, it also rules vital metabolisms, which enable a cell to develop and survive. Aging and worn by external stress—especially radiation, DNA fibers deteriorate and their informative power decreases. The cell activity consequently diminishes, and gradually it is unable to protect itself

against environment.

### **Cosmetology Connection**

Various clinic observations and the pursuing therapeutic applications took place prior to any use of DNA in cosmetics. Such a peculiar molecule should be active, as far as pharmacology is concerned. At least, this was the opinion of U.S. researchers Wilczok and Mendecki, as early as 1964. Their research clearly showed that DNA could restore rats' irradiated skin tissues. At the same time, research was conducted on several DNA types, proving that the radiation restoration capability doesn't depend on the origin of the molecule but on the molecular weight and, above all, on the DNA highly polymerized characteristics. In a New York cancer institute, patients treated by radiotherapy radiation were given DNA, which significantly diminished the incidence of the lesions, and the DNA capability of skin tissue radiation restoration was established.

DNA HP (highly polymerized) is also used in clinical dermatology. If applied as an absorbent gel, DNA proved to be very effective on leg-ulcer cicatrization, scabs and also on accidental or pathological wounds of the skin tissue. It's used on severely burnt patients as well. Besides, it makes quicker and better cicatrization after surgery. Recent

clinic studies have shown DNA immunity modulating characteristic, ensuing new applications in arthritis treatment, too. Physicians from the Pasteur Institute established DNA energizing capability.

A well-known Swiss cosmetic brand, working together with a private clinic, used wild salmon milt as a raw material, a substance containing young cells with a big nucleus and high-grade DNA. This is why wild salmon milt proves to be a biological raw material, which is particularly suitable for the extraction of a high-quality and biologically active DNA.

At first, its structure is very close to human tissue, which guarantees perfect compatibility and affinity. When extracted from wild salmon milt, DNA is more resistant to heat.

## **Physical and Chemical Characteristics**

Among all the DNA physical, chemical and biological characteristics, some of them account for its therapeutics. These have led to use DNA in cosmetics, too.

**UV absorption spectrum.** As any complex biological molecule, DNA has an ultraviolet absorption spectrum. Skin tissue cellular DNA is damaged by sun UV exposure.

DNA application makes it possible to catch harmful UV rays and protect skin tissue cell nuclei.

**Moisturizing capability.** At the cell level, DNA jells with a volume of aqueous solution, which represent over than 10,000 times its own volume. Mixed with water, DNA HP forms a gel and not a solution. This characteristic is due to the highly polymerized characteristic of DNA. Because of its water retention characteristics, DNA HP has a highly moisturizing effect.

**Antioxidant.** Studies have established that DNA has antioxidizing characteristics in synergy with E vitamin, meaning that it scavenges free radicals generated by various factors—sun, pollution, stress, smoking—that also cause skin tissue damage.

**Biological characteristics.** Clinical and pharmacological observations (restoring tissues, cicatrizing and energizing effect) prove a positive effect of DNA on cell metabolism. Its biological characteristics make up a source of energy and nutrition, which is absolutely necessary to the cell function. In short, DNA has a general revitalizing effect on the skin tissues facing sun rays, life environment stress and age.

## **An Original Mixture**

Extracted from animal tissue, DNA is bigger and purer than when extracted from plant tissues, yeast or bacteria cultures. Therefore, up to now, pure DNA HP hasn't been obtained from plant tissues.

RNA activity is lower when it's directly dependent on DNA physical structure. On the contrary, owing to its lower size, RNA is biological nutrition for cells that will be bio-available rapidly. When obtained by biotechnology processing from beer yeast, RNA reinforces and completes perfectly DNA action; therefore, it's interesting to mix both molecules in a single formula. It will be the perfect stimulation for cellular renewal, and the utmost nutrition for newborn cells (DNA + RNA). Owing to DNA HP and RNA properties, such cosmetic products aim to maximize cellular activity and restore balanced function of skin tissues (skin tissue rehabilitation); balanced function may be disturbed by various factors damaging beauty and health of skin tissues.

Proposing efficient products that guarantee visible and long-lasting results, companies can win the loyalty of demanding customers who expect actual effect from such skin care products. **PMPR**

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## Problem Skin Primer

By Mark Lees, PhD, MS

Millions of people are afflicted by acne-prone skin. It affects all ages, all races and both genders. The tendency to develop acne and related blemishes is due to hereditary. People who suffer from acne-prone skin inherit two major factors: the tendency to retain cells—known medically as retention hyperkeratosis, and overactive sebaceous oil glands in the skin. As cells build up, they are coated by oil (sebum) secreted by the overactive glands. This causes a type of “sludge” that blocks pores (follicles), cutting off oxygen from the bottom of the follicle.

Acne bacteria (*propionibacterium acnes*) are anaerobic, which means they cannot survive in the presence of oxygen. Even though these bacteria exist normally in every pore on every person, acne does not manifest itself in most people because oxygen is penetrating the follicle, keeping bacterial growth in check. When a blockage occurs in the follicle, however, this oxygen cannot penetrate as easily and sets the stage for development of acne blemishes.

Acne bacteria feed off fatty acids that they process from the abundance of sebaceous oil secreted by the oil glands. This causes more inflammation,

resulting in swelling that further blocks the follicle.

## Hormones, Hormones, Hormones

The signal that triggers oil production is sent by hormones called androgens, male hormones, present in both men and women. Androgens are what cause acne problems to begin at puberty. They also cause women to sometimes develop acne problems and hair growth at menopause, particularly pesky premenstrual breakouts. These premenstrual flares are theorized to be caused by sudden surges of oil triggered by androgens in the bloodstream. These surges inflame the follicles, causing sudden acne flares—most often in the chin and jaw line areas.

In chronic cases, these flares can be managed with hormonal therapy from a gynecologist or an endocrinologist (hormone specialist physician).

## Picking at Acne

Some people chronically pick at their pimples, resulting in scrapes and sometimes scars. The medical term for this is *acne excorieé*. Hyperpigmentation (dark splotching) also can result from this, because of injuries to the dermis, which cause the skin to produce skin pigment as a defense mechanism. This is particularly true in darker skin types. People also try to treat the splotching, ignoring the acne, which is actually the cause.

Removing plugs—blackheads and whiteheads—is actually a good idea, but should be performed by a competent esthetician or other skin care professional who has been trained in the proper methods.

## Control Methods

Although there is still no real cure for acne, acne-prone skin can be managed by controlling cell buildup and managing the oil secreted by glands. Because this is a never-ending cycle, people with acne-prone skin must be forever vigilant in controlling the buildup that begins the development of blemishes. The beginning of this process in the follicle results in the formation of a *microcomedo*, a small “sludge” within the follicle that cannot be seen by the person. It is only in the later stages that this sludge results in a blackhead (*open comedo*), whitehead (*closed comedo*) or a pimple. The trick in managing acne-prone skin is the squelching of the development of the microcomedo.

## Ingredients that Help

Many drug ingredients help squelch acne, including prescription drugs such as tretinoin (Retin-A), Tazarotene (Tazorac) and others. These drugs essentially work by causing the inside of the follicle to slough dead cell buildup. Appearance side effects of these drugs include redness, excessive dryness and inflammation.

Over-the-counter drug ingredients work similarly, although generally less aggressively. They include benzoyl peroxide, salicylic acid and sulfur-resorcinol. Skin care products designed for acne-prone skin may also contain these agents.

Alpha hydroxy acids (AHA), including glycolic acid, have similar effects but are considerably more gentle and are not considered to be drugs. They are not as aggressive as the previously mentioned ingredients, but this may be helpful in controlling cell buildup in the follicles with much less irritation. They are particularly helpful for adult acne-prone skin. This type of skin does not suffer from widespread acne, but rather frequent individual blemishes and a tendency toward oiliness and clogged pores. Many products are now available with a combination of salicylic and glycolic acid. Most of these products are in liquid gel bases. They are to be used daily or twice daily, and if used with other sloughing agents, must be used carefully to avoid irritation. Dermatologists and skin care specialists should be careful about combining too many peeling agents, as this can cause inflammation and unwanted appearance effects, discouraging clients from continuing the program.

Effective rinse-off foaming cleansers also help control oiliness. These are usually liquid wash-type cleansers and contain ingredients such as ammonium lauryl sulfate, which help to remove excess oil.

### **Anti-Aging Conflicts**

As people age, they produce less oil. Why is this a problem for acne-prone skin? Unfortunately, many moisturizers utilizing some of the wonderful new anti-aging ingredients are designed with the less-oily skin in mind. They often contain oils and emollient ingredients that may be helpful to dry, maturing skin, but they often can add to the problems for oily, acne-prone, maturing skin.

Acne-prone and clogged pore-prone persons concerned about aging should look for anti-aging products in gel or lotion bases. Skin care professionals can be very helpful in guiding clients in product selection. Choose products that will provide the age-fighting benefits, but that are in lightweight bases that have been tested for comedogenicity (the tendency to clog) and acnegenicity (the tendency to inflame the inside of pores).

Don't forget that the best defense against aging is the daily use of a broad-spectrum SPF 15+ sunscreen. Look for one built into a moisturizer designed for acne-prone skin.

### **Making Up**

Unfortunately, when dealing with acne-prone skin, one product that contains inflaming or clogging emollients can often spoil the whole routine. Besides watching anything in a moisturizing base (including sunscreens, hydrators, and even AHA products), be very careful not to spoil a good skin care program with makeup that is oily or irritating. Foundations should be checked to make sure they are for problem-prone skin. "Oil-free" does not necessarily mean that the foundation is free of all emollients that can cause or aggravate flares. Blushes and powders can also be a problem. Check all makeup products to see if they have been tested for comedogenicity.

**"The trick to managing acne is squelching the development of microcomedo."**

However, there is no scientific evidence that any food causes breakout tendencies, except in the case of rosacea, which is not the type of acne being discussed here. Chocolate, erroneously blamed for years for acne flares, has actually been proven not to inflame acne. You are more likely to get a zit from *worrying* about eating chocolate than you are from eating it. Many women avoid dairy products, again from erroneous

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information. There is no evidence that milk or milk products cause or worsen acne.

### **Professional Help**

Regular facials can help acne-prone and oily skin, but only if they are performed by competent, well-trained estheticians. Not all facials are great for acne. Many anti-aging facial treatments may be loaded with oils or irritants that can aggravate a flare. Shop around and find an esthetician who is thoroughly trained in problem skin. Ask friends who you know have had acne problems. However, asking friends with perfect skin may not direct you to someone who is competently trained in problem skin management.

you are wearing on your skin and treating your skin with 24 hours a day is most important. **PMPR**

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**“One product that contains inflaming or clogging emollients can often spoil the whole routine.”**

It is also perfectly acceptable to have a consultation with an esthetician before starting a treatment program. The only thing you have to lose is the consultation fee. Ask about the esthetician’s training, and make sure you feel comfortable with the assessment of your particular skin problems.

One of the most important things a well-trained esthetician can do for you is help you choose the right products for your skin. What

## **Mature Beauty Product Boom**

**By Vince Spinnato**

The over-50 woman's category is exploding in the marketplace everywhere from Walgreen's to Saks Fifth Avenues, in addition to online and on the home shopping channels. The baby boomer women are starting to feel and see their age, and they don't like it. Over the past five years, significant research has been conducted on the benefits of soy-based products for mature woman. New technologies for libido enhancers, varicose vein treatments, and throat and bust formulas are taking the market by storm. Now, it is even possible to make cream treatments transdermal rather than topical.

By encapsulating the active raw materials of a formulation in liposomes, QuSome or a nanosome, a 40% increase of penetration below the epidermal structure is expected for maximum benefits. Liposomes are double-layer, hollow, spherical phospholipid membrane vesicles able to encapsulate water-soluble as well as oil-soluble substances. They allow the skin to receive actives, which would not be readily accepted otherwise. QuSomes are a new patent-pending delivery technology. Currently being reviewed, they offer a deeper penetrating delivery system than

liposomes, to go further into the epidermal structure.

### **Current Trends**

**Progesterone/wild yam creams.** The body decreases production of the hormones estrogen and progesterone during menopause, the ovaries stop releasing eggs, and the menstrual cycle ends. During this time, many women experience hot flashes or flushes, when sudden changes in blood flow to the face, neck or chest cause the sensation of intense heat. Soy has been proven to relieve these uncomfortable episodes. Wild yam has been proven to be less aggressive and is used for PMS treatment rather than menopause.

Soy's beneficial effects on hot flashes come from natural plant hormones called phytoestrogens, which act like a weak version of the female hormone estrogen. The estrogen-like effect of soy helps stabilize blood vessel changes that can lead to hot flashes. In addition, soy also helps hot flashes in perimenopausal women, the time leading up to menopause, who often suffer the symptoms of menopause for years before it occurs.

It is suggested that women need anywhere from 500mg to 1000mg of progesterone per day to help counteract high estrogen levels. Percentage of progesterone varies, because it depends on the age,

pregnancy and whether the woman is nursing. Soy-based products should be applied under the arm and into the breast area, preferably after a shower when the underarms are shaved so the pores are open and allow deeper penetration into the breast area. This can also be extremely effective in helping with breast tenderness if one is nursing. In addition, the cream should be applied to the inner thigh area. It is also suggested that any woman who is ready to start a progesterone product take a hormone test and talk to an obstetrician or gynecologist to be sure she is not soy intolerant.

**"Significant research has been conducted on the benefits of soy."**

### **Libido-enhancing treatments.**

L-arginine, the primary active raw material, is a vascular constrictor that is also used in Viagra with its mate yohimbin. A libido treatment is used to improve—and sometimes correct—sexual experience for women. It would be applied before intercourse to the clitoris, and the L-arginine will increase blood flow and expand the clitoris. Improving the sexual response for women in the United States is a very fast growing market.

### **Throat and bust formulas.**

Natural phytoestrogens such as saponins, liposterols and

## **PMPR** Cosmetic Forecast 2003/2004

progesterone work together to increase breast size and firmness. These kind of formulas enhance delivery and improve targeting of these ingredients to receptor-sensitive tissues to stimulate growth. By stimulating these receptors with natural steroidal saponins (derived from sugar—alfalfa extract, fenugreek) phytoestrogens (fennel seed extract), liposterols (saw palmetto) and progesterone stimulate and tighten effect and growth.

### **Spider vein treatments.**

Research has shown that 50-60% of men and women over the age of 30 have spider veins. Spider veins, which are different than varicose veins, are caused by damaged, weakened capillaries. Combining vitamins A and K, hesperidin (a natural bioflavonoid; fine needles from citrus fruit peel) and Butchers Broom (a shrub native to Europe with stiff, prickle-tipped, flattened stems) with a delivery system that ensures these actives will penetrate the skin and reach the damaged or weakened capillaries, will heal and improve the appearance of the skin.

### **Only the Beginning**

These trends in baby boomer-based woman's products are only the beginning ... as the medical and beauty industries work together to bring advanced technologies to the market, consumers are expecting—and getting—more of

what they desire to ensure they stay looking young. **PMPR**

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## **Oxygen in Skin Care: Fact Versus Fiction**

*By Jeffrey Lapin*

So what's all the buzz about oxygen facial treatments? Is oxygen good for skin? How does an oxygen facial work? Is there any difference between an oxygen cream and an oxygen treatment? These are the questions heard every day from consumers who have read or heard about the use of oxygen in skin care products or treatments. All the hype and a lot of bad information has led to confusion about just what oxygen's role is in modern skin care. So, it's important to discuss the facts and try to dispel some of the rumors.

### **The problem**

Today's skin care professional has access to products and treatments that were either unavailable or available only to physicians a mere ten years ago. Advanced invasive treatments—those that go deep into the layers of the skin, such as microdermabrasion and deep chemical peels—now are common in spas, skin care centers and med-spas. Physicians, too, are employing more aggressive methods and procedures, including ablative and non-ablative laser treatment. The advent of such treatments and more aggressive skin care products has, in part, spawned a host of healing-type

treatments for over-stimulated and sensitive skin.

When professionals have injured the skin by stripping away the top layers of the epidermis, even in a controlled manner and for a specific purpose, they then have to help the skin heal. Therefore, the most recent advances in restorative skin care emphasize products and treatments that soothe, cool and heal the damage done to skin, not to mention aging, sun exposure and generally unhealthy lifestyles. These treatments also seek to undo damage done by time and free radicals.

### **The Solution**

Enters oxygen therapy. Physicians and skin care professionals have known for years that oxygen is essential for healthy skin. What is rapidly gaining wide acceptance, however, is the concept of applying oxygen topically to enhance the killing of harmful—so-called pathogenic—bacteria, strengthen collagen and elastin fibers, and encourage more rapid turnover of skin cells. The best oxygen treatments also employ free radical scavengers such as vitamins A, C and E.

Oxygen works, and it works for all skin types and conditions. It is one of the few universal truths about the human body ... without a steady supply of oxygen, all cells will cease to function in very short order. Although oxygen is not the

end-all, cure-all, it will help a vast number and variety of common skin ailments, from dehydrated skin to acne or rosacea to sun damage. So, how does this well-known gaseous element, which comprises 21% of the air we breathe, do all of this?

### **Getting Technical**

The skin consists of two main layers: the epidermis (outer layer) and the dermis (deeper layer). Each comprises several sub-layers with respective functions. The epidermis' outermost layer, the stratum corneum, is hard, scaly and, frankly, lifeless. It forms the protective layer for the softer, living tissue below and performs a number of functions, including acting as a barrier that keeps foreign substances out of the body and retains its natural moisture.

**"Oxygen works, and it works for all skin types and conditions."**

New skin cells are produced through a process called mitosis, wherein a cell divides and produces an entirely new cell. The new cells begin in the junction between the dermis and the epidermis and migrate outward, eventually being sloughed off naturally or exfoliated from the epidermis. The epidermis is, of course, the only part of the skin that can be seen and is where most traditional skin care focuses.

## **PMPR** Cosmetic Forecast 2003/2004

Therein lies the main difference between today's sophisticated skin care and our mothers' heavy moisturizers. What can be seen with the naked eye is dead skin cells. It's too late to help them. The real action of the skin is in the epidermal junction, not on the epidermis.

Modern skin care products and treatments seek to affect cells as they are forming and speed up the process of moving those cells from conception to the epidermis. The newer and more healthy the cells at the epidermal level, the better and younger the skin looks.

**“Oxygen products and treatments will restore the proper levels of oxygen to the skin.”**

### **The Controversy**

The cells that are deep in the layers of the skin can be affected through the use of scientific principles, including advanced delivery systems, to place nutrients and oxygen where the body can utilize them when forming healthy new skin cells. Today's products and treatments are all about penetration and retention in the deep layers of the skin.

Normally, the body's oxygen supply comes from breathing air into the lungs, where oxygen molecules attach themselves to red

blood cells. These cells then work their way through the circulatory system to the organs, including the skin. As the body ages, this process slows down—along with everything else—and the ability to use and retain oxygen is reduced. Add to this the normal aging process as accelerated by sun, stress, poor diet, lack of exercise and free radicals, and the result is a sluggish and over-burdened cell metabolic process. The skin then looks dry and dull and lacks radiance.

The best oxygen products and treatments will restore the proper levels of oxygen to the skin, enhancing not only the health and well-being of the cells already in existence, but those that are in the process of being created. This is exactly why modern oxygen skin care treatments and products are so controversial. Many in the scientific community scoff at the idea of applying oxygen topically to the skin and having it penetrate to the area of skin cell generation. One of the main reasons cited by such non-believers is the protective role of the natural skin barrier. Its job is to keep anything from going beyond the epidermis.

However, past thinking is quickly giving way to current understanding that this barrier is, in fact, penetrable and must be treated carefully to avoid losing this protection. The barrier function of

the skin is very delicate and depends on a certain level of pH balance to maintain its integrity (which is why most skin cleansers today claim to be pH balanced).

It is important to point out that oxygen placed on the surface of unprepared skin will not penetrate beyond the epidermis. Period. Oxygen on the surface of the skin is a good thing, of course. Oxygen is a natural antibacterial agent, and it effectively fights bad bacteria that cannot survive in an oxygenated environment. This can help surface acne and fight infection from open wounds. Hospitals use oxygen in a hyperbaric chamber to help serious skin wounds heal and control infection.

However, for normal, non-injured skin, the natural barrier function of the skin will prevent oxygen—and most everything else—from penetrating down to the dermal layer. Oxygen's most exciting and effective benefits are its abilities to boost cell production and strengthen collagen and elastin, the structural framework of the skin. These benefits can be realized only by getting the oxygen through the epidermis and into the dermal layer.

Today's retail skin counters, as well as most spas, salons and skin care clinics, are replete with creams, lotions, potions, masks, sprays and every other kind of delivery device you can think of to

put oxygen onto our skin. And because oxygen is a gas, most of these products use a chemical formulation to release oxygen onto the skin when applied (such as hydrogen peroxide, a strong and often harmful chemical bleach). The claims made by these products range from legitimate to downright ridiculous. Consumers are being bombarded by slick advertising claims about the wonders of these creams or masks, with very little in the way of scientific justification. A lack of FDA regulation allows for such claims in most cases.

“... the industry is just beginning to understand ...”

Such penetration can be accomplished only by first removing the skin's protective barrier. As discussed above, this is not only possible, it is commonly done with specifically formulated exfoliators that radically change the pH balance of the skin. Once stripped away (albeit temporarily because the body will immediately begin to restore any protection that is damaged), the epidermis becomes a semi-permeable membrane and will allow the passage of certain materials. This is all fairly technical but it is important to understand from the standpoint of being able to differentiate between treatments

and products that merely sit on top of the skin and those that actually can penetrate and benefit new cells as they are formed.

There's simply no doubt about oxygen's vital role in enlightened skin care. While there are many disbelievers, the majority of skin care professionals has discovered the benefits of oxygen skin treatments and is embracing new technologies designed to put the proper level of oxygen, vitamins, minerals and other nutrients back into the skin.

### Miracle Element

What does all of this mean to the skin care consumer? First, an educated consumer is less likely to be sold something that makes claims without foundation and scientific principles behind it. Second, oxygen is a miracle element for healthy skin.

Administered properly with skin that is first prepared to accept the oxygen deep in the cellular level, oxygen can heal, soothe, protect and reverse damage done by other elements and by aggressive skin care procedures.

The only real way to get this penetrating oxygen, however, is to have an oxygen treatment professionally administered in a skin care facility. No lotion will provide the major benefits of oxygen and most use harsh chemicals to deliver oxygen, doing more harm than good. Consumers

should seek oxygen treatments using true oxygen from an oxygen tank or oxygen concentrator—a device that harvests oxygen from the air.

While it will most likely take years for the benefits of pure oxygen in skin care products to be fully realized, the industry is just beginning to understand what this miracle element can do for skin ravaged by time, unhealthy lifestyles and aggressive procedures. Like so many incredible discoveries in history, there are many doubters and disbelievers. Over-hyped products and claims are part of the reason why oxygen treatments and products are controversial. If consumers are smart about what works and what lacks scientific foundation, however, they will be on their way to healthier, younger-looking skin. **PMPR**

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## Makeup Trends: Natural Options

By Jane Iredale

Many factors inspire makeup artists when they create the next new look: pop culture, societal attitudes, new technologies, the economy and the fashion designers with whom they partner. Beauty, a \$20 billion industry, can't sit still but must reinvent itself each season in order to keep the consumer interested.

Recreating looks from Theda Bara in "A Fool There Was" to Clara Bow's Betty Boop, *natural* was not a word women wanted to hear in the 1920s. Hollywood continued to create the new ideals of beauty from the 1930s to the 1950s, from America's Sweetheart Mary Pickford, and her dramatic friend Lillian Gish, changed the fashion from exotic flapper to wholesome girl next door.

In the 1950s, television began its influence as the first soap operas were borne with their not "so subtle" blending of entertainment and retail—an influence that still continues. The decade was distinguished by the classic beauty of Audrey Hepburn and her mesmerizing cat-eyes. Her impact on the sale of liquid eyeliner still lasts today!

The glory days of the feel-good 50s gave birth to rock-and-roll, poodle skirts and bright colors. And when fashions change, so does makeup. Sweet, wholesome

cosmetic applications matched the wholesome ideals of the American political and social landscape. The chemise was the important silhouette of the Beatles in the '60s and was further distinguished by sounding the death knell to corsets and girdles. Heavy eye makeup and pale, *matte* lipstick were "very mod." Pancake makeup ruled.

In the '70s, women began to wear pantsuits on the street. Maybelline was all the rage—red lipsticks, the blackest mascara and liquid eyeliner. The Gatsby look was in, as was the hippie trend and then followed by Dorothy Hamill's look. Loud and clashing colors were now in everyday fashion prints, from conservative to wild. Drug-related motifs, such as mushrooms and poppies, were subtly added to prints.

The booming '80s mirrored the prosperous 1950s. Defined by angles, the decade saw geometric architecture, shoulder pads and wedge haircuts. Makeup was not blended; lines were left harsh. Blush was used to contour cheeks to create angular cheekbones. Eye makeup was heavy, and eyeliner was essential for defining the lower lash line. Popular colors for clothes and makeup were turquoise, fuchsia and everything neon. Super-size reigned from Brooke Shields' super-full eyebrows to super-rich models such as Cindy, Christy, Linda, Naomi, and Claudia.

The '90s saw a backlash as the economy slowed ... Hello to grunge and "heroin chic." Waif Kate Moss in her minimalist Calvin Klein ads was the face of beauty. The bright colors of the over-the-top 80s gave way to blacks, browns and neutrals. Bobbi Brown introduced a color palette that was wearable for the woman who didn't want to look made-up but wanted to enhance what she had. For the first time, the "natural look" was now available. Brown eyes and lips became the combination of the moment, a trend that is still very much alive.

**"Now reigns an era of choice."**

Shimmery makeup climaxed with the gilded, glittery calves of Britney Spears at the turn of the millennium. Body jewels, Gwen Stefani's Bindi and glitter were popular not only with adolescent girls but with the 20-somethings as well.

So far in this very new decade, there is an edgy face of beauty with smoky eyes and top and bottom liner. Black and gray began the trend but plums, navy and green usurped their position. There are those who also favor makeup that is natural and sheer, with unlined eyes and mouth. Now, reigns an era of choice, where nothing looks out of date—except perhaps a pink poodle on a circular felt skirt. However, if

Chloe Sevigny wore one to an opening, fashion mavens would rave at her trendy vision.

Hollywood's influence will continue along with television and the print media. Salma Hayek, and her alter ego in the movie *Frida*, will put the Brooke Shield's eyebrow back into the spotlight. Many models at the spring 2003 shows were sporting a thicker brow, so look for cosmetic companies to promote pencils, brushes and brow gels to fill in sparse brows and to encourage regrowth.

## Market Trends

Cosmetic companies are spending a lot of money in chasing emerging markets such as Central and South America. At the same time, darker complexion ethnicities in the United States, such as Hispanics and blacks, are growing and the demand for better ethnic skin tones are increasing.

Look for more cosmetic products that incorporate sunscreen and anti-aging benefits. "Anti-aging" will take over for hypoallergenic as the most sought-after benefit at the makeup counter. Ease of application and multi-tasking of products also will be prominent. The day of the "refillable" is ending as the consumer reaches for ease and convenience in a political environment that doesn't encourage

"green." Look for more lipstick pens and eye shadow sticks.

The teen market will continue to be hot. There are 13.1 million teenage girls who have approximately four billion dollars to spend. Cosmetic companies will continue to create products to help combat and conceal breakouts while bombarding them with color choices. But the kids won't be dictated to. They will choose what they like, and if they don't find it, they will make their own—hence, the creation of *Hard Candy* and the birth of green nail polish. Heavily influenced by their rock idols, it is the teenagers who are the harbingers of styles to come.

## Glowing Skin

Spring 2003 fashion shows revealed a cosmetic forecast that calls for flirty, feminine looks that are soft and sexy. Gorgeous, glowing skin was seen on every catwalk thanks to light reflecting-technology infused in powders, creams and blushes. Cosmetic companies have successfully infused products with glimmer and glow without the glittery look fashionable a few years ago.

Many models sported tanned skin, as well. The famous story of Coco Chanel shocking the world when leaving a boat at St. Tropez and declaring that "a girl must be tanned" had ramifications that she couldn't have dreamed of. The "must-have tan" has taken a serious

toll on following generations. More than 50,000 new cases of melanoma are reported to the American Cancer Society each year and it's likely that many more go unreported. For those who want healthy-looking color but don't want to age faster than they have to or run the considerable risk of skin cancer, bronzing powder is back in a big way.

A trend that began in the late '90s, skin that looks young, fresh and healthy is key, and bronzers and self-tanners flew off the shelves. Luminescent makeup and glossy lips were in and still are. Everyone, even if chained to computers, wants to look as though she spent her day playing tennis.

## Lips Smackers

Many designers at the spring shows added a healthy flush of color on the cheeks and complemented it with a nude mouth. Nude doesn't mean naked. Lips are still defined, but a natural color pulls focus to the eyes.

The other lip option is a pink pout from glossy to lip gloss dewy. Models looked as though they'd slicked on the Bonne Belle Lip Smackers from the 6th grade. The other "hot" pink shade is a light, muted fuchsia with a pearl finish. It's softer than Barbie but darker than cotton candy. Did I mention that pink is *in* this spring? At all costs, think pink. If you can't wear it, paint it on your nails or find a

# **PMPR** Cosmetic Forecast 2003/2004

pair of shoes. You can't be left out because pink is the new black.

Red lips—sheer and a bit glossy—a homage to classic sirens like Marilyn Monroe, were also seen among others at Anna Sui and Helmut Lang. Red is always current and classic at the same time.

Anyone can wear it; it's only a matter of choosing between a warm or cool undertone.

**“With new technology, it takes seconds to achieve coverage that used to take three products.”**

## **Eyes Have It**

The big news from the runways was big brows, so put down your Tweezermans, and pick up a short bristled, angled brush. Brows are the most important feature on the face because they frame the eye and balance its overall shape. It's worth spending extra time on them, even at the expense of something else. The perfect frame for the eyes is essential because the eyes have it again this year. Eyes are still lined but look more 1960 than Goth. Everything should be soft and smoky, with no hard edges and by all means avoid black. Very, very few people can wear it without it looking artificial and harsh. Sweep a shimmery, pastel shadow all over the lid to mute the lines. Shades

such as sheer lavenders and pink will be hot.

If you weren't born with the perfect brow—few are—here are some tips. Hold a brush from the outside wing of the nose to the outside corner of the eye and follow the diagonal up to the brow. Where that line intersects is where the brow should end. It can be longer for a thin, narrow face and shorter for a full face, but this will give you a good guide. A longer brow gives the illusion of widening the face and a shorter brow, narrowing it. Comb the hairs of the brows down so you can see where you need to fill in. Rather than use a pencil, use a brush and choose a powder that harmonizes with your hair color, a shade or two darker for very light hair and a shade or two lighter for dark hair. Don't just use one color and don't use black. Brows that are too dark are harsh and aging, and they will take focus away from the eyes. Use the powder not only to create a fuller brow, but also to extend the brow. Then use a brow gel to deepen light hairs or cover gray. As you are applying the gel, brush the hair into place. Always apply brow gels with a dry mascara brush in the other hand so you can smooth out any blobs. If needed, use a clear mascara or brow fix to keep any unruly hairs in place.

## **Face of Beauty**

The face of beauty in 2003/2004 is luminescent, healthy skin. And I believe it's here to stay. I can't imagine, except perhaps for the few remaining geishas, there will ever be a time again when we opt for pasty white matte. Is there anybody alive who doesn't want to look more youthful? The wrong kind of makeup is aging. The right kind can take years off of a face. Makeup that looks like skin, eyes that are soft and alluring, cheeks bronzed, and lips pouty and glossy is a look that just doesn't miss.

It used to take longer to get the “natural” look than the “made-up” look. Now, with new technology increasing at a breakneck speed, it takes seconds to achieve coverage that used to take three products. And a few seconds is about all the average woman has in the morning to apply her makeup. The relatively new micronized mineral powders now available, for example, are four products in one: a foundation, powder, concealer and sunscreen. The mineral particles that comprise the powders are coated to increase sun protection and light diffusion. It takes very small amounts and easy application to get the much-desired and current runway look.

Good mineral powders are pure pigment and contain no fillers that dilute coverage and often impart a matte look. Most mineral powders have eliminated the top three

## PMPR Cosmetic Forecast 2003/2004

sensitizers: fragrance, petroleum dyes and lakes, and synthetic preservatives. Application is easy. On a clean, moisturized face, dip a good quality and medium-size powder brush into the powders. Knock off any excess and begin application at the center of the face first. Work out toward the perimeter, and finish with downward strokes. Minerals will even look better as they begin to absorb the natural body oils. You can hasten this process by rejuvenating with a facial spritz. The dewy, healthy, youthful skin look will be yours in seconds.

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**“Consumers have educated themselves in what products work for them.”**

### **Consumer demands**

Despite the influences of society, from pop culture to fashion and the economy, consumers have been assiduously educating themselves in what products work for them and why. At no other time have ingredient lists been read so avidly. Consumers have built a confidence in their own judgment. It's going to be difficult to persuade them to give up their glowing, healthy skin when it takes the years off and is so easy to achieve. Consumers are now dictating to the designer, and the “natural” look is going to reign for a long time.

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## ***Hair Trends: History Repeats Itself***

**By Nancy Coss**

History does, in fact, repeat itself. While many factors influence the trend of the day, trends of the past can reveal the future. Prior to the 20th century, class, religion, age and marital status played a huge role in dictating hairstyle. With the turn of the century, improved communication, more money and the confidence of individuality, styles now are dictated more by fashion and lifestyle. While designers copy what is happening historically, hair fashion mimics fashion.

One of the most constant “sure things” about the trends of today is that there is no set requirement. Women will wear what they want and what looks good. Women choose different fashion for different occasions of their lifestyle, and hair must be multi-functional enough to be changed from the completely conservative to the ridiculously sublime. Hairstyles must be versatile enough to be changed daily to complement this switch from corporate executive, wife, mom and community player. A trip to a local mall, theatre, soccer game or evening gala will find the same woman looking completely different.

Originality prevails and that is what makes this millennium so exciting. Never before have stylists

had as many options to perform their craft and express their talents with such a challenge. This new decade also brings a return of truly finished hair, although the end result might be tousled or geometric, and women are using all the tools and products available to create these different looks.

The placement and application of many harmonious and contrasting colors will create texture and dimension more than the cut. A major difference in the return of any past look is the ever-present and increasing popularity of using chemicals such as hair color and texture services to create a look. No longer are shears the only artistic tool. Sometimes all three together form the final work of art. Up until the last decade, consumers considered hair color a luxury. Today, color is a necessity, a constant in every wardrobe of style. The color techniques and design are so customized and multi-faceted that they require application by a salon professional. In the coming year, expect many shades of complementary colors and a cut full of texture. Structured and geometric looks with very contrasting colors will prevail. The next decade will continue to see independent thinking, multi-lifestyle consumers making opinionated decisions about the hair fashion they choose as they use it to express their identity.

In looking to the past, it is obvious that history repeats itself, but always with slight updates and change. Sleek head-hugging styles or carefree looks, each new trend reveals pieces of the past just as it does in fashion. Yet, with every decade emerges a different feeling.

**“The immediate trend for 2003 is the return of romanticism.”**

### **Pre-20th Century**

In ancient times, Greek and Roman fashions were simple. Clothing was functional, not fashionable. Practical and serviceable garments were the rule, however, even in these times women still favored adornment. Many pins and pieces of jewelry were used to secure the folding and draping of the fabrics and as ornaments. Earrings, necklaces and rings made of gemstones were popular. Hair was typically braided and most often kept covered.

Medieval times brought changes dictated by a rising Christian influence. Clothing covered a good portion of the body but was made from fine, decorative fabrics. Veils and hats were very popular, thus diminishing the need for styling hair.

The 150-year era of the Renaissance brought about many changes. Clothing became more rigid and women began uncovering

their hair. Elaborate styles were adorned with luxurious veils and beautiful jewels. Around 1600, styles in general became more voluminous: hoop skirts, pleats and puffed sleeves. This elaborate trend was also seen in hairstyles.

The Elizabethan era was a time when fashion began to be dictated by social class. Even then accessories adorned the hair. Hairstyles were often drawn away from the face and a hairnet-like headdress known as a “snood” was worn, while fashionable Italians wore a balzo, a gathered bag often made of fancy fabric and looked like a roll worn over the hair.

In Georgian times, ladies wore much fancier gowns than in the past, many with hoop skirts. Petticoats became very popular. Stockings and shoes were made from rich fabrics—elegance was the look of the time. Hair was beautifully dressed, most often curled and piled high on the head, an elegant effect that mirrored the fashion.

### 20th Century

The first significant trend of the 20th century was the result of World War I. Prior to then, most women’s styles were upswept and elaborate ... very sophisticated. The new political and social freedom felt by women was now being reflected in their choice of hairstyle. Hemlines rose and the hair followed. The convertible was

introduced and the “bob” was the perfect style, blowing in the breeze. Film stars and cartoon character Betty Boop wore this popular style. Bobbed hair was in vogue then and is still the most classic cut today.

Finger waves also became popular. Not everyone looked their best with sleek flat styles, and the finger wave solved this problem. In these early years the chemistry of the permanent wave induced women to experiment with shorter styles and keep the now popular finger waves more long lasting. It made a statement about women and their new level of confidence.

Female movie stars really became role models in the 40s. Everyone wanted to be a “Jean Harlow blonde.” Was it really true that “blondes have more fun?” Hair color was very experimental and somewhat unsuccessful, and blonding was still a challenge. Most often the hair fiber was so compromised that it broke. Garbo set the stage for the classic pageboy, and Veronica Lake debuted the “peek-aboo” look. The 40s overflowed with glamour, from hairstyles to cosmetics. Women were becoming independent and have a mind of their own.

The next major trend emerged in the ’50s. Pin curls gave way to the roller. The popularity of the roller afforded women the opportunity to style shorter hair in a softer look. Hats were discarded in

favor of new hair designs. Hair became the accessory. The styled look supported the classic sheath that is now popular.

Throughout the 60s, more structured, bouffant styles were worn. Women wore very teased hair that stayed in place for the better part of a week. Many women protected their styled hair while sleeping by wrapping it in toilet paper or sleeping on satin pillowcases. Hair was styled once a week, and a “Friday hair

**“Hairstyles must be versatile to accommodate a multi-functional lifestyle.”**

appointment” at the beauty salon was coveted. Updos were the evening and gala attire, while hairpieces were a popular addition. Rock and roll was here and the bubble was about to take the limelight. Originality and individuality took a backseat to commonality.

The 70s brought a more prosperous and carefree lifestyle, thus the desire for carefree hair. The curly, no-care look was in, and perms took on a new dimension. The Afro was the rage. Wash-and-wear were the buzzwords for style. And the never-to-be-forgotten haircut was the “wedge,” made popular by Olympic figure skater Dorothy Hamill. To this day, the

## **PMPR** Cosmetic Forecast 2003/2004

wedge is remembered and still sported by the devoted.

Interestingly enough, celebrities can create a signature look that becomes timeless. Marilyn Monroe is still remembered for her styled blonde locks, and who can forget *Friends*' "The Rachel" in the 90s, which popularized straight layers.

Into the 80s, curls prevailed in many art forms. The wilder, the bigger, the better! Articles could get lost in the teased out curly mess, cemented in place with enough hairspray to "stop a bird in flight." Most styles overwhelmed their owners. These looks could not be said to be design, but lack of design.

As the 90s approached, so did the consumers' desire for individual expression. Women were tired of copycat looks and were encouraged to be themselves. This also changed the direction of fashion designers. Oscar de la Renta was heard saying that today's designers can no longer design just one collection for the woman with money. Now, the consumer dictates what she will wear; the consumers who buy designer fashion are not necessarily the wealthy, but women with a choice. Trendy, funky and punk was no longer just seen on the heads of the rock star or the high school dropout. Now, even the soccer mom wants just a small slice of avant-garde.

### **Individuality Prevails**

The new millennium brings an entirely new set of rules.

Consumers will purchase and wear only what appeals to them and fits with their focus. Hairstyle must complement the fashion in balance of color, weight and complimentary design. Today's consumers are highly educated people, especially about what makes them look good. They have choices and make educated decisions.

The hairstyle trend will always complement fashion, and as long as there are multiple ranges of fashion going on simultaneously, a range of hairstyles will be worn to create a harmonious presentation of today's women.

The next decade will continue to see independent thinking, multi-lifestyle consumers making opinionated decisions about the hair fashion they choose. Individuality will prevail. **PMPR**

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## Gray Hair: Not Always Distinguished

By Chad Murawczyk

Traditional wisdom tells society that men get better looking as they age; a man with gray hair looks distinguished. However, that belief has fallen out of favor with men who are competing for their jobs with a Brad Pitt look-alike upstart. Let's face it: technology breakthroughs have changed the face of the corporate culture. Business is no longer an old boy's club being waited on by a team of secretaries. Baby boomer men are competing with the stylish power maven with the fabulous highlights and formulated wrinkle creams for the business of a 21-year-old computer whiz kid.

As Gen Xers and women break through the glass ceiling and level out the corporate environment—combined with the invention of Web cams and teleconferencing—appearance has become increasingly important to succeed in business. The new corporate culture is directly impacting men's vanity. They are struggling at the after-work squash match with their 30-year-old attorney and noticing that gray hair makes them look less distinguished and more like their banker's father.

It's just not in the workplace that men are feeling the pressure to look good. The baby boomers live

in a different world than their fathers did. This is the first generation in which divorce has been so prevalent. More 50-year-old men, gray hair and all, are out in the dating world. The singles scene is a scary place and the rules of the game have changed in the last 20 years.

### Sign of Age

Gray hair is one the first visible signs of encroaching age. For men, the first gray hairs typically appear around age 30 when levels of melanin drop off. Melanin is produced by melanocytes, the pigment-producing cells found in our hair follicles, and is the substance that gives hair its color. The more melanin you have, the darker your hair is. However, the amount of pigment the body produces in the form of melanin bears no consequence on when you go gray. Gray hairs just appear more noticeable in contrast with dark hair. In fact, gray hair is actually transparent. It appears gray because of the dead cells that make up each strand.

Unfortunately, like other body functions, the production of melanin slows as you age. This reduction in melanin is caused by the lack of hormones that fuels the melanocytes.

As you may remember from health class, hormones are substances in the body that serve a multitude of purposes. One thing

they do is help characterize your gender, creating male and female definitive traits. Pertinent to hairstylists, hormones stimulate the melanocytes to generate (or not generate) pigment in hair.

When the melanocytes stop producing pigments, the hair appears gray due to the color of the dead cells that comprise the strand. The onset of gray hair is by and large triggered by genetics, but premature gray can be associated with a Vitamin B-12 deficiency, a thyroid imbalance, or the use of cigarettes. And if you need yet another reason to quit smoking, there is new evidence that smokers are four times more likely to go gray at a young age than non-smokers.

**"This is the time for the industry to capture the aging male client."**

Simply put, hair goes gray because pigment cells at the roots of the hair stop producing melanin.

However, since the start of this phenomenon varies greatly from person to person, age is not the most accurate indicator. Men, notoriously vain about their hair, can tell you heredity is the number one factor in determining when that first gray hair will appear.

### Response to Demand

The beauty industry has responded to the demand for youth-enhancing products geared toward the powerful male consumer, a largely untapped and lucrative client base. According to Packaged Facts New York, the men's hair color market is growing at 11% annually, twice the rate of the women's category domestically, and the men's retail hair color market is currently worth more than \$150 million. Studies show that men are taking a more targeted approach to personal grooming than in the past.

All you have to do is take a look at the new products hitting the shelves in your local drug store and on display in the department store, to see where manufacturers are investing their research and development funds.

**"When it comes to color products, men want durability."**

Féria, for example, a L'Oréal Paris hair color product launched in 1998, sold through retailers and targeted to men, is now the fourth largest hair color in the market.

The professional and OTC beauty industries have begun to market products aggressively to men in the last two to three years. Traditional male-specific companies such as Old Spice and drug store skin care staples such as

Neutrogena are in the process of extending their lines to include grooming and skin products made especially for men. Because it takes time to formulate a product and develop a brand, the trend toward developing male products is just now coming to fruition in a big way. The power of OTC manufacturers helps these products get into distribution faster than professional products, receive more publicity, and get into the hands of consumers more quickly.

The professional industry is playing catch up. Presently, the stylist is the only active marketing tool the professional industry has in reaching out to the male clientele in a person-to-person venue. Manufacturers that utilize more male-friendly imagery, including posters and marketing tools featuring male models, will make men more comfortable about receiving services in the salon. Another way to reach out to men is by developing male-friendly tools. When trying to capture the male client, professionals should take a step back from their business and look for ways it can be made more male-friendly.

As a manufacturer, you have to be able to create a product that men want. Men have a lot of criteria that need to be met. They want the one perfect product that does it all—cleanses, exfoliates and moisturizes in one easy step that

they can do in the shower. If you can create this multi-tasking panacea, then you have a customer.

### **Basic Criteria**

When it comes to developing hair color geared toward men, formulation is the number one priority. You can be successful in capturing that male client by meeting the criteria male color consumers have set. First, eliminate the harsh smell of ammonia that men object to in traditional color lines. Second, men are impatient so the processing time needs to be shortened to three to five minutes. Finally, a male-specific color line must cater to the male-friendly comfort zone.

When it comes to the color product, men want durability and tonality in contrast to the vibrancy and warmth that female clients seek. To make male color products profitable, you need to offer a color product that can deliver the results men want in a short amount of time that won't be offensive to their senses.

### **Right Time**

According to a Clairol survey, 46% of men surveyed ten years ago thought it was ok to color their hair. Now, nearly two-thirds vote "yes" to coloring their hair. The market is exploding. The male client is not getting his haircut at home and stylists all over the country are letting double service business

walk right out their door and into the drugstore aisle.

This is the time for the industry to capture the aging male client. Men are an easy retail sale; they are not jaded like the female clients who have tried it all over the years and have read all the advertising image-laden fashion magazines. Men are likely to use home products versus entering a salon for several reasons. First, they don't want anyone to know they color their hair. They'd rather sneak and do it in the privacy of their bathroom where no one will be any the wiser except for the checkout clerk at the drug store. Men assume that to color their hair in the salon they must parade around with foil in their hair like the rest of the women, spending 20 minutes under the dryer.

Some men assume that to have their hair colored in the salon will look unnatural. He's imagining the local kid's bleach job and the spiky jet-black hair of rock stars on MTV. Men are also not as price sensitive as some think.

## **Father Time**

We can't turn back the clock or trick Father Time. We can only trick the eyes. When men trust products to cover gray, they can actually keep a naturally young appearance. It is up to the manufacturers and stylists to take the initiative and tell men how they can achieve a more natural look

when coloring their hair. Baby boomers don't act or feel old. Now with your help, they don't need to look it! Men don't have to let age make its mark until they want it to.

**PMPR**

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## *Medical Hair Care*

**By Philip B. and Lois Dengrove**

In the near future, the skilled healing hands of a cosmetologist trained as a treatment specialist will enhance the astounding new science of hair cloning and more. With more attention being given to the health and care of the hair and the scalp, this is an exciting time for both physicians and cosmetologists. In 2003, cosmetologists and physicians, especially dermatologists, will start working together to achieve medical scalp and hair care.

Unfortunately, at present, most physicians spend only a few minutes—the notorious seven-minute hour—with each patient. Medical professionals will look to specialized cosmetologists to take the time to address client needs. Along with medical diagnosis, scalp and hair facials will be performed at medi-spas as both a luxurious beauty enhancing experience and an adjunct to medical service. These treatments are the key; with intense cranial massage, potent essential oils, heat penetration, oxygen infusions and application of topical medications, facials will be taken to a new scientific level. The product used will be effective not only for cosmetic beauty but to ease scalp conditions and to promote growth in both men and women. After a

complete clarification and stimulation of circulation, the scalp is ready to more fully receive topical medications. Specialists also will work with hair transplant surgeons to help heal and maintain hair transplants, by soothing scalp inflammation and scabbing, and removing buildup and serious crusting. Also, specific hair enhancing diets and nutritional supplements will be recommended for those receiving treatments.

Dermatologists also will have more effective solutions. They will continue to perform examinations with blood work and scalp biopsies and prescribe topical medications such as steroid creams for scalp/skin conditions and Minoxidil for growth, as well as oral medications such as Propecia and Aldactone. New, more potent Minoxidil mixtures with hormones will become the norm. Steroid injections currently are used for hair loss caused by immune deficiencies (alopecia areata) to encourage growth. New formulas with potent androgen blockers (androgens cause hereditary hair loss), copper peptides and amino acids will become the new injection and topical medication. More medical studies will be done concerning female hair loss, producing an effective oral medication; in the next few years there will be a birth control pill that also helps scalp hair growth. More

low-level lasers will be used to promote growth, similar to the way lasers are used for the face.

But, the biggest future breakthrough for hair loss is hair cloning, which is DNA and tissue engineering. The scalp and hair facial will enhance the effectiveness of all of the above.

**“The biggest breakthrough for hair loss will be hair cloning.”**

Scientists are just now learning exactly how hair grows, and both the medical and beauty worlds are utilizing the information. There will be alliances with hair care companies and pharmaceutical companies such as Upjohn and Merck, which make Rogaine and Propecia, respectively. Hair care products will be all-intensive, both cosmetic and treatment, focusing on hair loss prevention and repair. Products will facilitate styling while easing scalp conditions and encouraging growth. Hair color and other chemicals such as relaxers will be created with new science, thus, becoming more effective and less damaging. In addition, heat styling tools will progress with ionic science.

### **The Treatment Specialists**

As dermatologists team with stylists, a cosmetologist whose interest is keen will be able to spot certain key problems that may be

linked to deeper health problems, making sure clients are treated both inwardly and outwardly for their ultimate beauty and health, ensuring more longevity for finicky follicles. These cosmetologists will become treatment specialists further trained in trichology (the science of hair), cutting-edge science and product, nutrition, healing botanicals, medications and how physicians treat related conditions. Specialists will work in a well-informed fashion with dermatologists and hair transplantation surgeons.

Cosmetologists are historically no strangers to the medical field. The barbers of early days were also the surgeons and dentists; the first official barber-surgeon organization was founded in France in 1094. Most early physicians disliked surgery, so the barbers did surgery of wounds, bloodletting, leeching, enemas and extracting teeth along with haircutting, hair dressing and shaving duties. The barber-surgeon body was subsequently dissolved and later replaced by the Royal College of Surgeons in 1800 during the reign of George III. No barbers were allowed to join.

The origin of the barber's pole represents his service of bloodletting; another interpretation is that red represents arterial blood, blue is symbolic of venous blood and white depicts the bandage. After the formation of the United

Barber Surgeon's Company in England, a statute required barbers to use a blue and white pole and the surgeons to use a red pole. But a new alliance is coming soon!

Cosmetologists will be able to help a wider range of clientele. At present, most clients seeking scalp and hair treatments have damage from chemicals, severe heat styling and pulling, poor extensions, poor diet and environmental exposure. Sometimes excessive chemical and styling rituals can lead to a medical condition called chemical or traction alopecia, in which case the treatments to rejuvenate and hydrate the hair shaft are rather straight-forward and limited—botanical mixtures, massage and heat penetration—for every client. Clients who suffer severe flaking, thinning and loss of hair will be able to enjoy a more effective, informed service.

More and more clients with special needs are seeking help and don't know where to go. While men have suffered testosterone-induced hair loss, many women both young and old experience excessive anxiety over abnormal shedding, diffuse thinning, singular bald spots the size of a quarter, and even a rare allergic reaction to hair color that results in serious hair loss. Both men and women can suffer scalps that are embedded with flakes, irritated and a constant embarrassment. And men with hair

transplants can suffer constant infection. These clients need the attention of both a physician and a cosmetologist. After medical examination, and medication is prescribed, the treatment specialist can help ease these problems.

Combining knowledge and attention to detail with a skill to beautify, the cosmetologist can perform a more individualized treatment, achieving optimum results while comforting the client. A woman losing her hair, or suffering encrusted flaking for years, will be most grateful for the relief. Many of these conditions are emotionally upsetting. Deep breathing and visualization techniques may be added to a treatment for anxiety-ridden clients. In some cases, clients are encouraged to go onto the Web and to join support groups for severe skin conditions and hair loss.

**“Styling product will ease scalp conditions and encourage growth.”**

Physicians function as highly educated detectives, making an extremely well-informed guess. The cosmetologist will become more equipped to make their best guess when it comes to the hair and scalp. For example, if a female client comes in with excessive shedding (telogen effluvium) the specialist will know that this can be

induced by sudden illness, stress, fad dieting, going on or off the birth control pill and pregnancy, thus informing and reassuring the client. A hypo or hyper thyroid and anemia (low iron) can cause hair loss, so the specialist can let the client know that she should be checked by her physician for these and other specific conditions. The treatments can be tailored to these clients needs and help boost any medical remedy.

### **“Gene-based therapy will be here in five years”**

One look at a flaky scalp and specialists will have a good idea if it is psoriasis, demonstrated by dry silvery embedded scales, or seborrheic dermatitis, characterized by somewhat yellow plaques. With this knowledge, they can converse intelligently with the physician about prescribing a steroid cream (Cormex), or a vitamin D cream (Dovenex), which can be applied after a treatment.

#### **Hair Growth Gene**

Dr. Marty "Mary" Sawaya, University of Florida, is close to discovering the gene that causes baldness or hair loss. According to Sawaya, a treatment for hair loss based on her studies of genes, will become available in about five years. The gene-based treatment has one of two approaches: to keep the baldness gene from being

activated or to duplicate the gene for healthy growing hair in someone who is losing his hair. Either approach can take the form of a topical lotion or cream. The biggest issue is how to deliver the good gene to the cells.

#### **Hair Cloning**

The term “cloning” is used by scientists to refer to the technique where genes are inserted into a cell—not actually cloning, but tissue engineering. If the cells of the hair follicle could be multiplied in the laboratory and placed back into the balding scalp, it may be possible to create thousands of hair follicles from that original follicle. In fact, this phenomenon already has been proven feasible in humans. However, this research is currently in early stages. The obstacles are the cosmetic, such as growth direction, and chances of tumor formations.

A San Francisco-based start-up, Hairogenics Inc. officially launched a new subterranean hair storage service. Hairogenics will preserve hair samples in its special vault underneath a Portland, Oregon, hair salon—vacuum-sealed in waterproof packages and stored in a darkened, temperature-controlled environment to protect it from light and moisture. Oregon was selected for the facility site because its soil has large amounts of clay, a material cited as a good natural preservative, keeping it

fresh until science can devise a way to clone hair from DNA.

#### **New Medications**

Pharmaceutical companies keep their new discoveries secret, and many are in development. In the past two years, biologists have learned how the follicle forms in embryos and have discovered proteins known as Wnt proteins that signal and regulate the hair growth process throughout life. They’ve recently found that many follicles don’t die, but instead shrink and malfunction. Medications that can manipulate the Wnt proteins might prevent and help shrunken follicles to produce hair once again. This is a major discovery.

At present, fewer options are available for women because of their more complicated hormonal makeup, the chance of birth defects and a general lack of studies on women. More studies of female hair loss are being conducted internationally, however. Propecia, a successful oral medication for hair growth, inhibits one of the two types of enzymes, which turn testosterone into Dihydrotestosterone (DHT), an androgen hormone that causes hair loss. Dutasteride, just available December 2002, blocks both types of enzymes. Unfortunately, both these medications can cause birth defects. Substantial clinical trials are being done with non-pregnant

women suffering hair loss and Dutasteride. Pharmaceutical companies are working on a version of these that can work just as well for women.

Soon birth control pills in the United States will mimic and surpass Diane 35, a European birth control pill that also helps hair grow because of its anti-androgen qualities. Prescription medications that decrease the action of androgen hormones play key roles in triggering hair loss in people with a genetic predisposition—a condition known as androgenetic hair loss, both male and female pattern baldness.

New copper peptide medications such as Tricomin spray stimulate collagen and protein production at the base of the hair follicle. As the science of the delivery of copper becomes more exact, this, too, looks like a great option for both men and women.

Minoxidil is the only Food and Drug Administration-approved hair loss medication that is available without a prescription. Stronger concentrations are prepared by some pharmacologists and physicians who specialize in pharmaceutical hair loss treatment. These specially prepared formulas are available by prescription only. Experimentation is being done to enhance this topical product; mixtures will be made into easier to

apply forms such as gels and pomades.

Pharmaceutical and hair care companies are working on creating hair care and styling products that make the hair beautiful and thick, while bringing the medical benefits of all the above to the scalp. Beautifying hair products will also be designed with steroid and prescription vitamin D cream benefits for scalp/skin conditions.

### **Going Natural**

Treatment specialists also have knowledge of healing botanicals such as essential oils. The publishers of the guidebook for prescription medications, *The Physicians Desk Reference* (PDR), have come out with an Herbal Medicines version filled with scientific information about the usage of extracts and oils. The penetration of the essential oils has been proven scientifically and more and more physicians recommend essential oil mixtures along with medications. Specialists can make an individualized mixture for each client, such as clary sage, peppermint and ylang ylang for hair loss and clary sage, tea tree, lavender and thyme for psoriasis. Many botanical extracts and oils have potent antibacterial and anti-fungal properties that can ease not only skin conditions, but also can help prevent and minimize fungus and bacteria caused hair loss.

As the old is combined with the new for a more holistic approach, scientific prejudices against nature's cures will change more swiftly. In the coming years, there will be many studies on essential oil usage for scalp hair growth and scalp flaking. The present answers to these problems are nebulous at best. Old and new must be put together into a toolbox for these needs.

### **Inside Story**

Treatment specialists also will be aware of nutrition and supplements, recommending such supplements such as Biotin, MSM, horsetail extract, B vitamins (Folic Acid, B-12, Niacin), green tea extract, saw palmetto, GLA, nettle and cayenne. Yeast-free diets and a diet with a higher level of protein will be key for clients with excessive flaking. Treatment specialists will consult with nutritionists for the optimal remedies.

**“Many women experience excessive anxiety over abnormal hair conditions.”**

### **The Treatment Process**

Several centers for hair loss and treatments help revive damaged hair, but there are very few treatment centers for serious scalp/skin conditions such as psoriasis and chronic dandruff.

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Soon treatment centers will cover the whole spectrum of scalp and hair problems.

In many cases, patients have suffered with scalp/skin conditions that can lead to hair loss, for many years, trying many recommended medical therapies and medications with no relief. Sometimes, these patients have been able to ease the skin conditions on their face and body; however, they have had no relief on the scalp area, because of the density of hair in combination with severe buildup of scales and plaques—and often irritation and sores.

The process of simultaneously bringing up deeply embedded scales gently, cleansing, soothing, stimulating and medicating the scalp requires a long, meticulous ongoing therapy, taking up to three hours per session. The treatments help to stimulate growth, by easing the irritation and inflammation that cause the follicle to become dormant, and preparing the scalp for medicine penetration, when previously the buildup prevented any penetration.

The steps of a complete medical and treatment process, documented with professional medical photos and performed with medically sterilized equipment, include:

- Meeting with the physician for examination and testing, as well as the prescription of oral or topical

medications and a series of cosmetologist treatments or laser treatments. In some cases, a series of injections will be recommended also. The physician or a registered nurse may perform laser treatments and injections.

- Meeting with a treatment specialist for a consultation and examination, as well as a recommended diet and supplements.

- After the more traditional actions, there is the application of medical-grade oxygen and, in the future, the use of hyperbaric chambers. The application of medical-grade oxygen—previously done only on the face and for burn victims—eases inflammation, nourishes and brings growth promoting oxygen to the scalp. The oxygen will be enhanced with MSM, vitamins, sea minerals, Minoxidil and anti-androgens infusions.

- Application of topical medications.

- Prescription of at-home programs and gentle styling methods.

- Other treatments to be performed to help heal and maintain hair transplants; to promote wound healing and ease scarring after surgery on the scalp area. Optional services include specialized color and chemical applications for people with special scalp conditions and special needs,

such as extremely delicate, broken hair. Gentle hair cuts and even styling for chemotherapy patients and others with delicate hair. **PMPR**

## **PMPR** Cosmetic Forecast 2003/2004

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## **Intense-Pulsed Light: An Attractive Option**

**By Susan Sakara**

Light therapy . . . color therapy . . . energy . . . Although these theories are centuries old, recently Americans are becoming immensely interested in these principles and their effects on the human body. In the study of intense-pulsed light, how these concepts are being integrated into the medical and esthetic fields is important.

Living in a fast-paced world, lifestyles and environment contribute to the health and well-being of the outer body as well as the inner body systems. The skin, the largest organ of the body, reads like the roadmap of life. Many signs of aging, stress and health appear on the skin—most typically the face. These signs appear as acne and blemishes, broken blood vessels, discoloration, and redness or flushing. Endless treatments are available as remedies to these conditions, including topical formulations, invasive machine exfoliation and various surgical procedures. However, with the advancement of intense-pulsed light, the barrier of dramatic measures has been transcended in the effort to reverse the breakdown of cell degeneration.

Intense-pulsed light (IPL) is referred to by many names, such as photo rejuvenation, the lunchtime

facelift, sub-surfacing, collagen tightening and FotoFacial™. The technology of IPL provides treatments that are non-invasive and can be done in a short period of time, hence “lunchtime facelift.”

### **The technology**

Intense-pulsed light is based on NASA’s 30 years of experience in space using light to heal cuts, bruises and jaundice. Scientific studies and research have been done on the additional effects of visible red and infrared light, and in 1997 IPL was approved for the use of hair removal. After four years of research, Patrick Bitter, Jr., MD developed what is now known as the FotoFacial™ in attempt to improve the appearance of the skin consistently and predictably using intense-pulsed light. Of course, fast to follow were many other versions of the treatment. Now, the technology is available in two models intended for use by physicians or estheticians, although each produces nearly the same effects. The benefits occur within a similar timeframe and in a completely non-ablative manner.

IPL works with rapid pulses of visible and invisible light that are delivered to all layers of the skin. The operator selects settings based on the condition analysis, as well as the area to be treated and the number of treatments in the program being performed. The principle science is that light

energy is transformed into heat energy. The tissues of the skin absorb this energy, creating a controlled injury to the skin. Treatment effects can be seen in more refined skin texture, a reduction in broken capillaries, more even skin tone and diminished fine lines. IPL also helps correct a variety of benign skin conditions.

**Rosacea.** The technology of IPL brings hope for the 70 million Americans suffering from rosacea, couperose and red, flushed skin. These conditions are induced by spicy foods, smoking, alcohol, caffeine, dramatic temperature changes and heredity, causing broken capillaries. IPL targets these broken blood vessels, which happen when they are not elastic enough to handle the blood flow, with a shorter wavelength. The heat creates damage to the blood vessels, which shrinks them so they do not stretch and break as easily. It has been documented that after five to six treatments, symptoms have remained improved for at least a year.

**Skin discoloration.** In most cases, the treated area will turn a little darker before lightening and then disappear, which can address another challenging condition—pigmentation irregularity. Nearly everyone sustains some discoloration in the skin. This uneven skin tone has

## PMPR Cosmetic Forecast 2003/2004

many different sources; hormone imbalance, sun exposure, medications and genetic factors all lead to pigmentation abnormalities. The shorter wavelength of IPL produces heat energy in the pigmented lesions, damaging and fragmenting the tissue. The fragments are absorbed leaving a darker appearance. A few hours to a couple of days later, the area lightens, creating a more even skin tone, while cell rejuvenation continues working to reduce melanin production. This process is done without damage to surrounding tissue.

**“The technology of IPL provides treatments that are non-invasive.”**

**Aging skin.** IPL also has a positive effect on aging skin. While aging can't be stopped, technology can slow the process. The overall appearance of aging skin is due primarily to the effects of sun exposure that results in the damage of structural components, including collagen and elastic fibers. Factors such as texture and pore size can be genetic. When treating these conditions, the common denominator is to treat the dermal collagen. Collagen, 90% of skin mass, is a large protein composed of three intertwined chains of amino acids that contribute to the form, function and strength of the

skin. This also makes collagen the principle recipient of ultraviolet light damage. When collagen is damaged by ultraviolet radiation, skin cells produce enzymes that digest and liquefy the large collagen proteins into gelatin for disposal. In treating the conditions of aging skin, sun damage, skin texture and pore size, the longer wavelength of intense-pulsed light is used to get to the deeper layers of tissue. This energy creates a wound or controlled injury to the collagen in the dermis while keeping the epidermis safe. When the dermal collagen is affected, the healing process remodels the collagen under the epidermis to produce tightening of the tissues and smoothing of the skin surface. Treatments with intense-pulsed light are showing an average of 80-90% improvement in scientific studies for increased collagen formation.

### **Treatment and Contraindications**

In treatment with intense-pulsed light, it is important to maintain a treatment schedule of every 14-21 days for a series of four to six procedures. The time span between treatments is significant to cell recovery time. It has been documented that more improvement is seen when the tissues are allowed enough time to regenerate. In general, six

treatments should obtain the desired outcome with maintenance every 30-90 days. The skin care professional will be able to determine the treatment program based on client age, conditions to be treated and home care commitment.

While IPL treatment may be of significant benefit to some conditions, there are situations that are not treatable, such as skin cancer, moles, active acne cysts, deep lines and folds, sagging skin, puffiness in the eye area and deep scarring. Other cases in which IPL therapy would not be appropriate are pregnancy, anyone prone to seizures or someone taking Cortisone.

Abnormalities of skin with cysts, bacterial or herpetic lesions are also contraindications for this type of treatment. Clients with a history of herpes simplex should be referred to a physician for anti-viral medication to reduce the chance she will have an outbreak after treatment. Upon completion of the procedure, all clients are advised not to expose themselves to direct heat such as saunas or steam rooms for a couple of days. Also, tepid water and gentle manipulation for cleansing is recommended. Makeup may be applied directly after treatment.

### **Total Well-Being**

In psychographic marketing studies, the baby boomer and

## PMPR Cosmetic Forecast 2003/2004

generation X segments understand the importance of maintaining inner and outer health. With longer life spans in the 21st century, they are realizing the necessity for body maintenance to maintain “quality of life.” In addition, consumers are becoming product and procedure savvy; skin care professionals must continue their advanced education and stay abreast of new procedures so that they can provide proper treatment programs and remain on the cutting-edge of skin care science.

“Baby boomers and generation X understand the importance of maintaining inner and outer health.”

The significance of understanding the most common conditions in which treatments are sought—rosacea, red, flushed skin, pigmentation irregularities, sun damage and aging skin—comes in knowing what treatments can and should be performed. After considering the clients’ lifestyle, their long-term expectations and commitment to those expectations, professionals can weigh the benefits of IPL against other treatments, such as chemical exfoliation, which can cost from \$50-500; mechanical exfoliation or dermabrasion,

\$125-2,000; Botox, collagen, Dermalogen, fascian and cymetra injections, \$300-800; laser, \$700-3,000.

With all of these options, the medical and esthetic industries can work together to offer mild to extreme aggression in treatment. Yet, at the reasonably low cost of \$100-150 per treatment, IPL is an attractive option for the consumer and the professional. There isn’t any other existing technology that can provide the long-term improvement of tone, texture and radiance that IPL therapy does in the shortest amount of time without the slightest inconvenience in lifestyle. PMPR

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## **Moor Mud Therapy**

**By Kimberly Crawford, MD,  
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Recent marketplace competition in the wake of the wellness trend and the integration of spa services and fitness facilities means an enhancement of quality within all of these separate sectors. It also means that many things not widely spread previously will be shared. Products and services previously deemed “too holistic” (or “too granola”) by the medical establishment will be examined and judged on their own merits.

As one of the best-kept natural secrets of healthy aging, wellness and beauty, moor therapy is the next big trend.

Moor therapy has been around since 16th Century alchemist Paracelsus described it as the “Quinta Essentia Vitae,” the “elixir of life.” Subsequently, however, the European Royals kept the secret to themselves, bathing in the mysterious herbal mixture and using it for healing and beautification.

In the 1950s, Dr. Walter Kosmath discovered the most potent deep moor (tiefenmoor) in Voralberg, Austria, and began conducting scientific experiments on this substance. Carefully and ecologically soundly mined from up to 60 feet underground, spot by spot, it can continue living and

remineralizing. Moor is a homogenous, smooth blackish mixture of both organic and inorganic compounds. Inorganic compounds are also present in dead sea mud, fango, volcanic and ocean muds, but the secret is that the moor also contains organic, or living compounds of hundreds of healing, detoxifying and beautifying herbals that essentially have brewed underground, in the absence of pollutants or oxygen, for thousands of years. These ingredients include humic acids, a vehicle for any other substance, vitamins, antioxidants and the chemical breakdown products of more than two hundred herbals. Thus, when using tiefenmoor, all of the antioxidant, mineral, vitamin and other inorganic benefits of other types of substances, plus much more, are derived.

In Europe, Moorbad hospitals started springing up in the past 50 years, and insurance plans actually pay for patients to come and bathe or have body wraps, facial and hair packs, joint packs, facial masks and foot baths, derived from the tiefenmoor.

Over the past several years, several spa-related companies have discovered that moor and moor water, which is derived from the moor via a “cheesecloth” type method, can form a biological base upon which health, wellness and beauty products are formed. The

moor water, also rich in humic acids, will always help the other ingredients better penetrate the epidermis than water. When evaluating the different products on the marketplace, the deeper the moor, the more biologically active are the compounds; and the more moor itself in the product. The more natural and fewer chemical ingredients used, the better.

### **Science of Moor**

The science of the moor studies indicates that moor is used to decrease inflammation, stimulate hormonal systems, boost immune systems and create younger, fresher, less-lined skin via several

**“The more natural and fewer chemical ingredients used, the better.”**

mechanisms. Because in its natural form it is hypoallergenic and non-comedogenic, unless a company adds additives, so are the products derived from it. Some, less bioactive moors contain harmful bacteria that must be boiled, greatly lessening the efficacy of that moor. Some is brought up, containing twigs and chunks of the earth, so that they must be pulverized to create a smooth consistency—this also lessens the potency of a moor. Other muds are combined with preservatives and other ingredients

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such as oils and gels, making them less pure and less effective. Real tiefenmoor is self-preserving and is packaged containing only pure moor.

**“In terms of body treatments, tiefenmoor will be the number-one cellulite treatment.”**

Moor will be used to help heal wounds and decrease swelling in laser and dermabrasion procedures and the products will be increasingly used in facials. In terms of body treatments, tiefenmoor will be the number-one cellulite treatment. Consumers will have the skin and body care products on their shelves that they believe work the best. **PMPR**

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## **Eye Treatments: Bye Bye Saggy Eyes**

**By INKA**

A recent worldwide spa focus is on specific localized treatments that provide localized visible results. These services provide clients with customized treatments that show positive results in desired areas, leaving them feeling better about themselves and more confident in the actual spa, treatment center and esthetician providing the service. Spas around the world are beginning to recognize this trend and provide specialized therapy such eye treatments.

The eyes are a focal point ... the jewels of the face. Internally, the eyes allow the body to interpret the outside world visually. Externally, they communicate with the outside world, exposing emotional and overall well-being. Eyes remain the single area of visual contact when exchanging information with other people, causing them to be the most examined and exposed part of the body, and consumers are increasingly aware of the attention they receive.

The eyes and surrounding muscles, orbicularis oculi, are also the most active part of the external body. The average person blinks about 12 times a minute or about 10,080 blinks in a day. Whether it's squinting, blinking or glancing

around, the eyes are essentially in constant motion. Because of this, the eye area is one of the first to show visible signs of aging.

Eyelid surgery was the third-most performed cosmetic surgery in the United States for both men and women in 2001, according to the American Society of Plastic Surgeons. Blepharoplasty, or eyelid surgery, has increased by 137% since 1992 and 18% since 1998, with the average fee paid for this procedure at \$2,500.00.

The largest complaints regarding the appearance of the eyes are dark under-eye circles, puffiness and sagging—better known as bags. Wearing contact lenses, lack of sleep, allergies, pollution and poor circulation are just few of the precursors to these undesirable eye symptoms. The battle continues to find one product or treatment that will eliminate these eyesores for good. However, several techniques and lifestyle choices can assist in reducing the appearance of dark circles under the eyes and to help deflate undesirable bags.

A specific eye treatment is a service for clients in need of a pick-me-up before a big event and also can be a great add-on for existing facial treatments. With the assistance of a few key products, an eye treatment should take no more than 15-20 minutes. Most eye puffiness is due to trapped fluid in

the sinus passages surrounding the eyes. With the application of a cooling eye mask in combination with six-touch point massage, most minor swelling can be eliminated.

### **The Cause**

Puffiness under and around the eyes is not only unattractive but also can cause slight discomfort. Swelling in the vicinity of the eyes can come from a buildup of excess fluid that is trapped in the surrounding area. Sensitivity to certain skin care and makeup products is one of the most common causes of puffy eyes. Dr. Steve Pearlman, a facial plastic and reconstructive surgeon in New York, states that you can't always tell why a patient's eyes are puffy. The eyes are surrounded by a very delicate lymphatic system, which conducts fluid related to swelling. This type of swelling is evident with seasonal allergies or when exposed to a particular allergen such as dogs, cats, dust mites and feather pillows. Certain foods also can cause an allergic reaction that produces eye swelling. If you experience extreme or consistent swelling, it is always advised to consult a physician.

Nature plays a major factor in puffiness and bags. The eyes are surrounded by fat as a cushion and as the eyes age that fat can bulge outward. This can sometimes occur in some people at young age due to heredity. Gravity also will cause

fluid to build in the eye area when the head is in certain positions for long periods of time. This is extremely evident in the morning after the head has been parallel with the body during sleep.

### **Defeating Puffy Eyes**

The following are some at-home techniques that can be used to help reduce and minimize the appearance of puffy eyes:

#### **Start the day with a splash.**

First thing in the morning, continually splash frigid water over the face. This may not be the most pleasant activity; however, it will help reduce swelling and encourage stimulation of the lymphatic glands to drain the trapped fluid. Never attempt to use warm or hot water on the face, as this will prompt further swelling.

**Apply a cold compress.** The cold compress concept had been around for a long time because it works. When choosing an eye compress, look for a mask that conforms easily to the eye area, allowing it to touch the entire eye region. It should be able to apply some weight to the area of contact so there is consistent and even pressure being applied. The amount of time a compress is applied is important. It should rest on the eye area for a maximum of 15 minutes. If left on longer, a reverse affect can occur. Cold compresses can also be done in conjunction with a cooling eye gel formulated with

chamomile, aloe and green tea extract. Cooling eye masks are a convenient and effective way to reduce swelling.

#### **Remove eye makeup.**

Cleansing of the entire eye area every night is imperative. When not cleaned thoroughly, deposits of chemicals and pigments from the makeup cause dehydration and premature aging. Toning products containing chamomile and rose water are soothing and have the ability to remove makeup without dehydrating the delicate skin.

**Treat allergies.** Congestion in the nasal passage can cause fluid to build and become trapped under the eye, causing puffiness. Treating allergies with an antihistamine alone could be a simple solution for some. Also be aware of your surroundings. Do you sleep on a feather pillow or comforter? Be sure to check you home and workplace for mildew in dark corners and underneath carpets.

**Exercise regularly.** Professional trainer Lou Bernard of UT Trainer in New York has found that slow exercise helps to improve circulation to your extremities safely while bringing vital nutrients to skin surrounding the eye. Slow exercise focuses on form, technique and proper breathing. He recommends short, smooth Lamaze-type breathing, with the jaw remaining relaxed and facial

muscles relaxed throughout the performance of the exercise.

**Use a soothing eye gel.** Eye gels, not creams or ointments, have shown the best results in reducing swelling under the eyes. Key ingredients to look for include chamomile, cucumber, aloe, rose water, green tea and cornflower. Also look for products containing vitamins C and K. Both can work together to reduce dark circles and to treat puffiness.

**Massage the eye area.** To help divert fluid trapped around the eye, try this simple eye massage twice daily. Apply a cooling eye mask that has been chilled in a refrigerator or freezer. Make sure it can easily conform to the eyes and the surrounding eye area. Using the ring and index fingers, apply a small amount of pressure and begin to move the finger in a circle motion. Apply pressure in a six-point circle around the eye. Working away from the eyebrow, use your fingers in a clockwise movement following the socket of the eye. Finish by gently massaging around the eye, including the eyelid. Be sure to massage with the eye mask on to help distribute pressure evenly.

### **Defeating Dark Circles**

Thinning skin under the eyes causes dark under-eye shadows. This is frequently caused by heredity but can be aggravated by wearing contact lenses, allergies,

pollution, dehydration—or drinking too many caffeinated

beverages—and lack of sleep.

Veins beneath the thin skin under the eye also become more apparent as the eye ages. The thin skin under the eye can become thinner and wrinkled, allowing veins in the fat pad under the eye to become more visible, creating a shadow effect.

Unfortunately, there is not much that can be done to prevent dark circles in those who have inherited them. For those with occasional symptoms, the best advice is to get adequate sleep, eat a healthy diet, exercise and drink plenty of water. Eliminating natural diuretics from your diet such as coffee, alcohol and smoking will help immensely. A weekly exercise routine will help increase blood circulation and lymphatic drainage, as well.

A recent study in the *Journal of Cosmetic Dermatology* showed that the use of a topical vitamin A derivative with vitamin K was most beneficial in the treatment of blood vessel proliferation, a common cause of dark circles. When treating this problem be sure to use products that include these vitamins.

However, the only true way to eliminate the appearance of dark under eyes without surgery is through makeup application. It is important to be educated on

concealing techniques to properly conceal dark circles.

Herve Abato, makeup artist to the stars—whose clients include Sarah Jessica Parker, Bette Midler, and Christy Brinkley—suggest using a concealer that is one shade lighter than the skin but vividly orange in hue. If concealer is too white it will result in a gray color. Only use where the skin is dark, not the entire under eye area, and pay particular attention to the corner of the eye, which is often dark, too. There are a lot of reflective products on the market now that can be mixed with the concealer, which has a positive effect in lightening the area. Finally, keep attention away from the bags or dark circles by accentuating the lips and eyebrows.

### **Spa Connection**

Spas looking to add eye treatments to their menu or use these therapies as add-ons to current services can use the techniques above. However, the success of presenting eye-specific treatments to a spa or salon depends on the level of education you provide. Educating clients on the importance of treating specific areas such as the eyes is essential. Each age group deserves a different explanation because each is combating different issues. The one thing to emphasize with younger clientele is that by paying close attention to the fragile area of the

eyes today, they can reduce the appearance of future aging.

Prevention is the most simple and cost effective way to maintain a healthy, beautiful skin.

When treating 30-50 year-old clients, stress both preventative and corrective therapy. Even though this age group is beginning to show signs of aging, they can continue to use preventative measures to slow down the process. The specific treatment for this group will consist of a high concentrate of humectants and antioxidants to help hydrate the skin and combat the loss of collagen.

For the most mature group, and those suffering from severe epidermal damage, high-end and concentrated ointments and serums will be necessary to treat the eye area. Currently, products are on the market containing DNA, RNA, pure collagen and placenta that will provide dramatic results in as little as one to two treatments.

### **New Perspective**

Whether you try it at home or see a skin care professional for treatment, defeating saggy eyes or dark circles will give you an entirely new perspective on your face. **PMPR**

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## Natural Nail Care: More Than a Manicure

By Kathi Berson

Natural nail care continues to be a trendsetter for the year as women are opting for a cleaner, less complicated look. Fashion magazines are featuring models with shorter, active length nails, and beauty manufacturers are marketing an increased array of products that cater to the health and growth of natural nails.

This trend is in keeping with the simultaneous emergence of the spa in all its forms, from destination to resorts to day spas. “We’ve seen natural nails boom because of an emergence of the spa craze and all things natural,” comments Hannah Lee, managing editor of *Nails Magazine*, an industry trade publication. “There is a definite trend back to natural nail care,” adds Linda Lewis of *DaySpa Magazine*. “Natural nail care has allowed nail services to be more inclusive than exclusive, which means the development of a different kind of nail clientele, one who will go through a series of treatments to get the effect desired. And as not to diminish the spa atmosphere with the mess and chemical smells of acrylic applications, many spas have opted to forgo this practice all together.”

### Under Scrutiny

With a surge of reports from the medical community and the media on the detrimental effects of artificial enhancements, women are shying away from these nail salon services. Many hospitals have called for a ban on artificial nails, specifically acrylic nails, on health care workers. “Nurses who wear artificial fingernails harbor much higher levels of bacteria than other nurses, and even routine hand-washing with antibacterial soap may not be enough to kill the pathogens, according to a new report. The study, presented at the Interscience Conference of Antimicrobial Agents and Chemotherapy in San Francisco, indicated that 73% of artificial nails harbored harmful pathogens before hand-washing, compared with 32% for real nails.” (Schreiber, Chris, *Nursesweek*, October 11, 1999.) In the *American Journal of Infection Control 2002*, Dr. Lisa Saiman comments, “Artificial nail products can damage natural nails and increase the risk of fungal and bacterial infections.”

### Beyond Manicures

With the number of artificial nail clients on the decline, salons are looking to other ways to supplement income for their establishments. They are increasingly including add-on services to their menus, such as hand-facials that incorporate exfoliants, peels and masks for the

hands. According to the *Nails Fact Book 2001-2002*, “The most welcome news in this year’s study is that salons are branching out, offering more services than ever before. Not only are they adding on little extras like aromatherapy massage and waxing, for example, they’re also expanding each service category.” In addition, salon professionals are more actively advising clients on how to grow stronger, healthier natural nails. Advice typically incorporates purchase of products that can treat weak, thin or damaged nails and hydrate tough, dry cuticles.

**“73% of artificial nails harbor harmful pathogens before hand-washing.”**

Despite the trend toward natural nails, women still are in search of the “holy grail” of achieving ten fingernails that are all at the same desired length. Until now, there have been only two options for a woman to reach and maintain this goal. She could either grow her shorter nails with or without the aid of strengtheners or she could opt for artificial enhancements. Growing nails takes time, and taking time runs counter to society’s desire for instant gratification. On the other hand (no pun intended), artificial nails addressed the quest for nails *now*. Unfortunately, artificial nails also

can damage the natural nails underneath the enhancements.

In the application of artificial nails, the integrity of the natural nail is compromised to some degree. The basic steps in application require pushing back the eponychium under the cuticle where the shiny, protective coat of the natural nail is produced. In addition, aggressive filing and buffing remove any remaining shiny protective coat. These steps are taken to ensure the adhesion of the artificial product to the nail surface. Then, the nail surface is often degraded further with the application of a primer designed to completely dehydrate the nail.

### **“Growing natural nails takes time.”**

The application issues don't even take into account the many other problems associated with some artificial nail services: questionable ingredients in products, environmental quality issues concerning chemical odors and dust, and fungus and mold exposure resulting from improper application. Despite these problems, many women continue to opt for artificial enhancements to satisfy their quest for instant length rather than commit to the time and commitment of growing strong, healthy natural nails.

Artificial nails require compromise—beauty, but at a cost.

Healthy natural nails require patience and commitment.

### **Challenges to Natural**

Most women also face challenges when trying to grow strong, healthy natural nails. Their nails may be soft and peeling or they may be dry and brittle. Many are able to grow their nails, but find that they break at a certain length, usually shorter than the desired length. Sometimes, just a few nails will break, causing nails to all be at different lengths.

To overcome these challenges, women have turned to everything from gelatin pills to miracle products sold on late-night infomercials. Some solutions work; some do not. The products that work offer protection of the nails and encourage growth. They also, however, require patience and commitment. Nails take a long time to grow, and it can take a minimum of three months to grow out the entire, new healthier natural nail. Also, products that work require repetitive application, often daily. It's no surprise that given their quest for instant gratification, women have turned to artificial enhancements for the quick fix.

### **The Natural Alternative**

In the fall of 2002, another option emerged that will enable women to have instant length with no damage. It's a professional service that extends nails from underneath the free edge of the

natural nail. It requires no damaging nail preparation as in traditional artificial services. And, because the enhancements are placed underneath the nail, the top of the nail is left exposed for treatment with therapeutic strengtheners to encourage new, healthy nail growth. It's the natural alternative to existing artificial services, and it has revolutionized the way nails can be extended.

To better understand how a natural alternative service benefits the natural nail, it will help to have a basic understanding of applied nail physiology as it relates to nail growth. The majority of new nail growth comes from the nail matrix. The nail matrix consists of two areas: the germinal matrix (behind the cuticle) and the sterile matrix (underneath the nail plate). The nail matrix creates thickness of the nail plate. The eponychium, a membrane underneath the cuticle, produces a much smaller amount of new nail growth but serves an important role in protection of the nail. The eponychium manufactures the shiny coat on top of the nail that adds to the smoothness of the nail surface and protects the nail plate from harmful outside agents. This shiny coat resists dirt and staining, resists peeling and flaking, and is relatively waterproof, keeping nails from softening.

When a woman opts to aid growth of her natural nails by using

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therapeutic strengtheners, she applies strengtheners to the top of the nail. If the strengthener works properly, it will encourage growth at the germinal matrix, it will speed up the integration of new growth along the sterile matrix, and it will protect the shiny coat produced by the eponychium.

**“In the application of artificial nails, the integrity of the natural nail is compromised.”**

In a professional natural alternative service, the growth process of the natural nail is uninterrupted. The application steps are as follows:

- The nail is prepared with a brush-on solution that cleanses the nail plate and the underside of the free-edge of the nail.

- The nail technician adheres a support, a patented lengthening device that fits snugly under the free edge of the natural nail the support serves as a foundation to extend the length of the nail while simultaneously reinforcing it.

- Once in place, the technician uses a brush-on bonder to seal the support to the stress area of the nail and provide a smooth transition between the natural nail and the support.

- The nail technician finishes the nail by shaping it and beveling all edges.

- Now that the nail is extended, the nail technician can apply a therapeutic strengthener to the entire nail plate before polishing.

The entire process leaves the eponychium in tact and incorporates strengtheners to aid the matrix in doing its job—producing new nail growth.

The natural alternative service culminates years of research, testing and development. The service was further recognized by the American Beauty Association, winning an ABBIES award for the best marketing for new in-salon use products in nail care for 2002. As women continue to strive for longer, beautiful nails, there is finally a “natural alternative” to artificial services that delivers instant length without damage.

**PMPR**

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## **Cellgenics: Spa of the Future**

By [Oz Garcia](#)

As the interest in the art of living and looking well expands beyond the current frontiers of today's spas, the appetite—the demand—for more advanced and sophisticated ways of optimizing and enhancing health and appearance are pushing the market for innovative spas and treatments.

For well over five decades, the tradition of using stem cell extracts from animal sources such as lambs has become a leading form of medicine throughout Europe, specifically in Switzerland and Germany, to reverse aging and undo the damage of degenerative health conditions. Brands such as La Prairie have proved successfully that cellular therapy can reverse and retard numerous aging processes.

Cellgenics has now gone one step further into the future and brought actual human stem cell extracts to market in a safe and highly controlled product through its clinical division. The groundbreaking spa, located in the midst of forested tropical gardens in exclusive Barbados, offers a multitude of advanced anti-aging treatments and protocols centered around the new and emerging science of human stem cell extract treatments (HSCET). Determined to offer clients much more than

massages and facials, the international and distinguished group of physicians, researchers and scientists have developed an overall spa concept that combines medical services and cutting-edge beautification treatments and lifestyle programs in a beautiful, luxurious Caribbean resort.

### **HSCET**

Human stem cell extract treatments contain bio-active substances that counteract and reverse age associated damage. Stem cells are so-called master cells that can develop into various tissues and organs in the body. For example, skin stem cells occur in the basal layer of the epidermis and at the base of hair follicles. The epidermal stem cells give rise to keratinocytes, which migrate to the surface of the skin and form a protective layer. The follicular stem cells can give rise to both the hair follicle to the hair follicle and to the epidermis. The stem cell extracts used will begin a process of rebuilding, regeneration and renewal.

Stem cells are essentially blank cells that when injected as part of a treatment program can be turned into specialized cells that will support the function of any kind of tissue in the body. The source of Cellgenics stem cells is primarily umbilical cord blood. This material has been harvested, processed and evaluated for safety. Cellgenics is

the only clinical spa in the west approved to practice this medical technology, having full approval and licensing by the ministry of health of Barbados.

Stem cells have two important characteristics that distinguish them from other types of cells. First, they are unspecialized cells that renew themselves for long periods of time through cell division. The second is that under certain conditions they can be induced to become cells with specific functions such as the beating cells of the heart muscle or the insulin-producing cells of the pancreas. Hence, the body can begin to rebuild back to its optimum capacity at any age. This treatment is the basis of Cellgenics.

With increasing age, the body faces a constellation of system failures that now can be managed successfully. In many ways, the characteristic signs of aging can be erased and age-associated changes in many biological arenas such as the serious diseases that occur due to imbalances within our immune and endocrinological/hormone systems influenced. The wide range of conditions that can be addressed by cell extracts includes:

- Cardiovascular diseases
- Menopause and related conditions
- Andropause and hormonal impotence
- Diminished mental capacity

- Lack of energy and vitality
- Compromised immunity
- Chronic pain
- Immunological disorders
- Diminished capacity to

recover

- Lowered productivity, working capacity and drive
- Damaged metabolic function
- Depression and mood disorders
- Sleep disorders
- Syndrome X
- Auto immune disorders

A standard stem cell treatment will require a series of intra-muscular infusions delivered over the course of five days to two weeks. Depending on customization price range will vary with a base cost of \$10,000 and higher for the cell protocols.

## **Mesotherapy**

In addition to this primary treatment, Cellgenics offers a full spectrum of innovative spa treatments to enhance clients' stay and experience. Healthy living and beautification comes from its varied programs and services in progressive nutrition, relaxation, aesthetic medicine, fitness and personalized lifestyle programs.

One of the advanced aesthetic procedures offered at Cellgenics is mesotherapy, an anti-aging technology developed in France and approved by the French association of aesthetic medicine.

This treatment involves injecting compounds made of various pharmacological agents, plant extracts, vitamins and minerals into the skin or scalp. Meso stimulates the middle layer of the skin and is used to eliminate cellulite and wrinkles, tone the skin and treat hair loss, pain, psoriasis, migraines and allergies. When injected into the facial area it gives it an instant facelift. Mesotherapy undoes years of skin damage from sun exposure and slows down the aging process by helping the skin continue to look youthful and resilient. It is used successfully to eliminate stretch marks and bring tone, elasticity and resilience back to skin.

## **Placenta Protein**

The spa also will offer a unique line of cosmeceuticals—anti-aging creams, masks and balms made with placenta protein extracts that stimulate the synthesis of collagen and increases micro-circulation to the top layer of skin on face and neck.

Human placenta skin treatments have been used for generations by many cultures throughout the world, and the effectiveness of placenta collagen masks was pioneered by Japanese scientists and further developed by Russian scientists. Collagen is one of the main proteins in human body. This particular protein in combination with elastin gives skin its resilience and elasticity. With

years collagen synthesis in skin slows down, its fibers break down; the lack of it contributes to “gravity effect.” Placenta collagen is the most effective active component known to stimulate synthesis of collagen and return the skin its youthful complexion. Placenta collagen masks are films made of collagen fiber of amniotic membrane of human placenta to:

- Provide deep-cleansing of the skin, removing all impurities and minimizing the appearance of pores
- Eliminate small wrinkles and create lifting effect
- Stimulate synthesis of collagen
- Increase hydration of the epidermis
- Increase micro-circulation in the top layer of epidermis, increasing metabolism and toning the skin
- Detoxify the skin
- Reduce inflammation and swelling

**“Treatments such as those at Cellgenics will allow for age reversal and life extension.”**

After 10-12 treatments skin is restored, becomes resilient and smooth, small wrinkles are eliminated, and skin glows, returning to its youthful

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complexion. The mask is manufactured with the unique technology that saves the natural structure of human collagen and, at the same time, strips hormones and allergens. The mask is very effective as a post-plastic surgery treatment and is also recommended after peeling and mesotherapy.

The therapeutic nature of placenta protein is greatly enhanced by the new tissue extraction technology employed. This technology ensures a finely dispersed molecular structure that improves absorption by the body. It also preserves beneficial structures such as short protein dipeptides, mono-peptides, hexuronic acids, nucleic acids and microelements, which could not be preserved by earlier technologies.

**“HSCET contain bio-active substances that counteract and reverse age associated damage.”**

Placenta is an embryonic tissue formed during pregnancy from the cells of the fetus. The unique biological compounds in placenta ensure that the fetus is supplied with the necessary nutrients and oxygen needed for successful growth. Placenta purifies the mother's blood from hazardous toxins before it enters the embryo and provides the embryo with all

the nourishment it needs for existence, growth and defense from external risk factors.

The most well-known and analyzed product processed from placenta is a placenta protein preparation of amino acid—the building blocks of proteins—and substances derived from a deep acid hydrolysis of placental tissue. Placenta protein is the basis of virtually all medicinal substances and treatments emulsioned from placenta. It is known to improve metabolic processes, accelerate tissue regeneration and stimulate immunity; it mobilizes the body's own defenses to fight infectious illnesses, injuries and radiation damage; and it helps the body rid itself of toxins, carcinogens, radio-nuclides, heavy metal salts and other metabolic by-products.

Liquid placental extract is now available commercially in Europe, where it is ingested orally as a homeopathic remedy to treat gastric illness and boost the immune system. It also is used topically to treat problematic skin and heal burns and scars. In the skin care industry, placenta from cows and sheep is being used in moisturizers, and Shiseido uses human placental extract in their revitalizing cream, known as the “black jar” cream. Human placenta's molecular structure allows it to be more readily absorbed into the body and is more effective for treating

humans than products derived from animals. The molecular structure of the cells in caviar or animal placenta is not the same as in human cells, so the ingredients cannot be absorbed and utilized by the body as effectively.

The use of new mechanical methods of sterilization and extraction is the most important distinction of the new placenta tissue processing technology. These five separate methods do not utilize any type of radiation, thermal action, or chemical action for sterilization and tissue preparation, ensuring safety of the placenta from the harmful effects of those methods. Instead, the sterilization methods ensure the safety of the placenta and the selected extraction of the desired biologically active substances.

These methods are based on three mechanical processes:

- Super-high pressures up to 5,000 atm (atmospheres, a scientific unit to measure pressure) during processing
- Creation of micro-hydro impacts of ultrasonic frequencies with pressures at the front of impact wave
- Ultra-fast separation

These processes not only ensure destruction of all possible micro-bacterial bodies and viruses, but also break up and extract for

use the active high molecular proteins, the most important bricks of the biological universe. Also, the ultrasonic frequencies in this production technology increase the activity of amino acids.

The placenta protein preparation is sterile, safe and completely digestible by the human body. There are no restrictions in terms of applications. Upon ingestion, it is readily assimilated into the body with usually no identifiable side effects. Furthermore, because of the advanced production technology, it contains no hormones, heavy metal salts or radio nuclides.

## Face of the Future

Cellgenics' goal is to transform the face of clinical beautification and rejuvenation of the human body. As both primary product and service are refined, treatments will be able to cure cancers and reverse the damage done by strokes and heart disease. For many others, it will be a gift to be able to look and feel like they did when they were younger.

Treatments such as those at Cellgenics will allow for almost complete age reversal and life extension. **PMPR**

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*Oz Garcia has been voted twice "Nutritionist of the Year" by New York Magazine, and he has been*

*the subject of feature articles in Prevention, Fitness, W, Allure, Harper's Bazaar and Hamptons Magazine. In 1998, his book published by ReganBooks/Harper Collins, The Balance—A Customized Food and Supplementation Guidebook to Achieve Supermetabolism and Maximum Health, met with rave reviews. The Balance has even been relaunched recently in England. As a result of its success, Garcia releasing his second book, The Healthy HighTech Body, updated and in paperback under the name The Longevity Lounge. The book is the most up-to-date first global health guide that deals with the most current breakthroughs that can be utilized and customized for optimal health potential. Garcia interviewed with more than 30 of the most sought after doctors, scientists and health authorities from around the world discussing topics such as therapeutic power foods, state-of-the-art supplements and drugs, weight loss, beauty rejuvenation and advanced medical technologies to obtain the most up-to-date information and protocols. The book is published by ReganBooks and is also being translated and published in Russia. Garcia also is preparing to launch his newly formulated Oz Garcia's Product Line consisting of supplements, beauty products, and*

*a protocol system based on the pillars (chapters) of the book The Longevity Lounge. The first Oz product launched will be Longevity Pack consisting of a pack of 5 of the most powerful anti-aging nutraceuticals available. Garcia also delivers personalized and customized cutting-edge nutritional consultations to individuals in person and via phone around the world. In addition, Oz has expanded his practice with the opening of The Longevity Lounge, a clinical destination providing additional health services at the New York office as a anti-aging "one-stop shop" in conjunction with leading anti aging physicians such as: Lionel Bissoon, DO, Tabasum Mir, MD, and Erica Schwartz, MD. Garcia's international clientele list includes celebrities such as Hilary Swank, Kim Cattrall, Brian Austin Green, Tuesday Weld, Leonard Nimoy, Chyna Phillips, Taylor Dane, Shanaa Lathan and Vanessa Marcil, as well as: models Veronica Webb, Karen Duffy, Daniela Pestova, Paris Hilton, and Yasmeen Ghauri, and top executives such as Michael Dornemann, Joanne Horowitz, Massimo Ferragamo and Ellen Asmedeo. info@ozgarcia.com*

## **Permanent Makeup: An Evolution**

**By Jane Adler and Jeffery  
Lyle Segal, MA, ICT**

Permanent makeup, also known as permanent cosmetics, intradermal pigmentation or micropigmentation, has been popular ever since the invention of the electric tattoo machine more than a hundred years ago. In the 1890s, New York society newspapers reported that women were all looking very healthy due to their tattooed cheek blush. In the 1920s, London tattooist George Burchette wrote in his diary that he could have made his whole living, if he had chosen to do so, from the "mole and blush business." Of course, he had very happy clients, since he mixed his pigments with cocaine for anesthesia.

Today, permanent makeup is more popular than ever before, and demand is continuing to grow. Thousands of women are enjoying the benefits permanent makeup with the convenience of looking their best and enhancing their natural features. Properly applied, permanent cosmetics should be as flattering and unobtrusive as soft, conventional cosmetics. It should make a woman look her natural best, without calling attention to itself. You've probably seen permanent makeup without noticing it. If you've seen

permanent makeup and noticed it, you've likely seen bad permanent makeup.

Wouldn't it be nice to wake up in the morning and be able to dress and run off to your daily activities? With permanent makeup, this has been made possible. From eye liner, eyebrows or lip shading, permanent makeup may be the solution.

### **Defined**

Permanent makeup is the implantation of pigment into the dermal layer of the skin via a coil machine, which is a traditional tattoo machine; a rotary pen; a motorized pen; or manually, the oldest method of tattooing. All three techniques are equally good and safe if performed by a qualified and well-trained technician. Qualified professionals will follow all universal precautions, using sterile one-time use needles. They also should answer any questions, show proof of training, be a member of a professional organization and provide a sizable portfolio to preview. Expect nothing less of your technician. Fortunately for the general public, the quality of the permanent makeup practice also has improved radically over the past several years, due to improvements in materials, techniques, machinery and higher standards being set for training in the industry.

### **Pigments**

The materials used in the practice of permanent makeup have improved vastly over the past decade. In the early days, the handful of "cosmetic" colors available was not developed with an understanding of how those colors would heal into the skin, or how they would look years later. As a result, many clients ended up with pink or purple eyebrows and blue eyeliner when they wanted black.

Today, the industry has many suppliers of quality pigments specifically designed for the subtle skin and hair colors that are the province of permanent makeup. Subtle color choices are available for a soft natural look or to be augmented with makeup to fit any occasion. You can always go thicker or darker at a later date. Less is more. Permanent makeup should follow natural features and never be trendy. It should age well with the face, when done properly. In fact, as you age, makeup should become subtler. Softer colors are far more youthful than a made-up look.

In response to demand, manufacturers now all provide catalogues that will give any permanent cosmetic technician a nearly encyclopedic knowledge of pigment composition and color selection. Professionals now know not only how to create predictable results, but how to correct many

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prior poor results. Most permanent makeup is done with iron oxide pigments. These are non-toxic to tissue, non-irritating, stable to light and long-lasting. Also, skin on the face is inherently thinner than elsewhere on the body; therefore, a difference exists between body and face tattooing. For the most part, pigment is used on the face and ink is used on the body. Ink should not be used on the face, because it is carbon-based and the body can break it down.

Permanent makeup by definition is a permanent procedure. However, the reality is, color fades. In fact, touch work will be needed to refresh the color of procedures in one to five years, especially on the face, which is exposed to more sun and skin care products. Needs may vary on an individual basis, however.

The biggest obstacle for permanent makeup is the sun. Just like a museum that does not allow flash photography, imagine what the sun does to cause fading, especially for lighter blonde colors. All light brow colors are mixed with yellow. Yellow fades out of the skin the fastest. Blue stays in the skin the longest. Its best to avoid any pigments with FD&C or D&C dyes. They are brighter, but they can create an allergic reaction in some rare cases.

### **Endless Options**

Permanent makeup is ideal for anyone with an active lifestyle. Current clients range in age from 18 to 95. It is ideal for anyone with seasonal allergies, contacts, personal limitations, an active lifestyle, or sparse eyebrows or lips that could appear fuller.

With permanent makeup, natural shapes can be enhanced, a complementary color added or lashes made to appear longer and thicker. Permanent eyebrow color can help maintain a desired shape or achieve a softer look than pencil shaping. Lip liner and full lip shading can make thin lips or crooked lips appear fuller and more symmetrical. Also, natural lip color can be restored. It is not realistic to achieve a lipstick look with tattooing. One reason is the healed work is viewed under your skin. Lipstick sits on top of the skin. However, beautiful, natural-looking color can be achieved and you can change your look anytime with lipstick.

While full lips are a plus for everyone, the eyebrows are a major part of expression. Enhanced eyebrows can mimic a natural face-lift, and eyeliner can brighten the window to your soul. In the simulation of hair, technique is very important. If the technician fills the brow solidly with dots of color, or outlines it and fills it solidly with a shading technique, it will look solid, flat and artificial. If you are

missing brow hairs, they can be simulated very effectively with the newer, hair-by-hair application technique. Be sure to ask your technician if he or she has experience in this method.

Another wonderful feature of cosmetic tattooing is for breast cancer survivors. After a unilateral or bilateral mastectomy, the areola/nipple area can be pigmented to mimic a natural-looking breast mound. Many clients do not want additional surgery for areola grafts, especially because they often need to be pigmented, too. What a powerful way to help make a woman feel whole again. Another area where techniques have evolved is skin repigmentation. Any white, flat area of skin, such as a surgical scar, can be repigmented with tattoo color to blend nearly imperceptibly with the surrounding skin. Skin repigmen-

**“Less is more;  
permanent makeup should  
follow natural features.”**

tation is done in a series of visits using thinned colors like watercolor washes. In this way, color is built in the skin in layers, and the healed result retains a natural looking translucency. It's also been learned not to camouflage dark discoloration with tattoo pigment, and those cases are referred to a physician or skin care specialist.

## The Process

Permanent makeup is a multi-session procedure, taking an average of one to three sessions to complete the desired look. Most people find the procedures very tolerable. There can be some discomfort, swelling and irritation post procedure.

The latest entry into the tattoo machine market is the digitally controlled machine, represented by such companies as HarmoniX and Nouveau Contour. Both machines use a self-contained, disposable needle and pigment cartridge assembly, which eliminates any risk of pigment backflow into the machine hand piece. These machines are powerful without being overly traumatic, reciprocate precisely without lateral needle wobble and implant pigment efficiently with less discomfort for the client. They represent a real advance in equipment technology, and are rapidly being purchased by technicians looking to upgrade their equipment.

**“The latest entry into the market is the digitally controlled machine.”**

No matter the method, it is important that clients understand the healing process of permanent makeup. Be sure to follow a professional's advice for pre- and post-care of all procedures.

Permanent makeup artists also should explain long-term care and anything that might prematurely affect makeup.

## Procedure of the Millennium

With better machinery, safer anesthetics, epinephrine enhanced gels, and more predictable colors, clients can now have permanent makeup applied with real comfort, safety and beautiful results. However, the biggest variable in your permanent makeup outcome remains the artistic skill of the practitioner whom you choose to apply it. Although credentials may look similar on paper, all practitioners are not cut from the same cloth. The reality is that permanent cosmetic technicians are graphic artists, working in the medium of the skin, like regular tattoo artists. Training materials are now coming onto the market to raise the graphic awareness of every permanent cosmetic technician. Meanwhile, it's up to the consumer to ask to see photos of the technician's other clients and judge for herself whether the technician has the taste and talent required to do the best job. When the industry as a whole adds better graphic skills to the other improvements experienced over the past decade, permanent makeup will truly be the beauty procedure for the new millennium. **PMPR**

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## Spa Design: Savvy and Sophisticated

By *Charlie Slater*

When it comes to spa design, there are many things to consider, each with its own role in the successful operation of most spas of today. Successful spa design requires achieving a balance among the guest experience, technician coordination, profitability and trends. The look, the feel and, of course, the practical use of the spa must all be in harmony to make it all work. When it all comes together, then spa owners can proudly serve their guests, provide for their staff and expect a decent return on their investment.

### Guest Experience

Today's spa-goers are raising performance expectations. They have very little tolerance for poor service. The problem is that when expectations are not met, most clients generally do not give the feedback directly, they simply do not return. So, it is critical to understand their expectations before they enter the spa. A few expectations in relation to interior design and layout considerations are key.

**Privacy.** Privacy is a very big issue for most spa-goers. They are very conscious of the fact that they are wearing only a robe and, generally speaking, they are lying nude on a table under blankets and

wraps. Even prior to arriving to the treatment room, they had to remove their clothing in order to put on the robe. Privacy must be considered at all vulnerable points in the experience, including private changing rooms, proper placement of doors to the treatment room, private showers and, most of all, anyone in a robe should be relaxing or waiting only with others in robes. Those who have not yet begun their service should have a separate waiting room.

**Cleanliness.** The spa must be designed in a way that makes it easy to keep clean. If it is cluttered or dirty, rest assured, clients will not come back. Be sure to include a small janitor closet and a storage place for soiled linens.

**The Unexpected.** There are now thousands of spas in the United States, and let's face it, a treatment room is just about the same in all of them. Think about what it is about your spa that can be creatively different to influence the client's experience and make it unique to your spa.

### Technician Coordination

Additional considerations relate to technician coordination. Every team member is "on-stage" when in a public area of the spa. This means everyone always has to be on task.

**Practical Applications.** Nothing is more frustrating for technicians than to be working in an environment incongruent to the

task that they are assigned to master. If the treatment room is too small, it raises the level of difficulty to meet the guest's expectations. If the flow of the spa is off balance, then processes are inefficient and more time consuming. In addition, the appointment team should not be cramped in a small room. Encourage a state-of-mind that will foster a selling mode for up-selling services and pitching gift certificates.

**"Create revenue-producing opportunities every 200 square feet."**

**A Getaway.** There should be somewhere for the technicians to get "off-stage." Of course, this should not be next door to a quiet massage room where a guest can overhear what is being said. This is a place for their belongings, as well as a break room. Many times this area is multi-functional as a dispensary, break room, employee locker room, laundry room, etc.

### Profitability

There is no question that profitability is influenced by the overall design of the spa. In order to achieve a successful balance in the design, it must be understood where the profit comes from in the spa. It is not always the same—profit centers are determined by the type of spa and

the market in which the spa is located. What is true for a day spa in Manhattan is not necessarily true for a day spa in Columbus, Ohio, just as a Canyon Ranch is different from a Marriott.

**Retail sales.** A day spa is very dependent on retail sales. The trend in day spas seems to be moving to focused applications; spas that have 15 different manufactures with hundreds of products on the shelf are becoming extinct. The reason is simple: it is not working. It is hard to train the staff on so many lines, and it is difficult for the client to work through too many options. And the design team can seam together that many attitudes. Today's spas are being designed as not only a service delivery center, but also a key element in contributing to the client's lifestyle. A more sophisticated approach to the retail center has evolved its design from glass shelves on a wall to a full-scale retail concept. Increasingly, a trend to a concept type of strategy in the spa with a single focus in product, whether that is a brand name product or a line specifically designed for that particular spa, as well as purposeful displays—both wall type and gondola type. Lighting designs are a big part of the overall retail design to bring attention to the product and the displays.

**Space utilization.** Another major player in profitability in

design is space utilization. Balance must be achieved between wasting space and cramping the flow. One guideline is to create revenue-producing opportunities every 200 square feet. This is an average and is adjustable depending on the individual circumstances of the spa.

### Trends

Driven by market conditions and the learning curve of applying mistakes made as the industry evolves, the trends in spa design have rapidly changed over the past 10 years. As the spa industry rapidly evolves, it makes for a much more interesting approach and certainly creates the need for a more challenging design.

The interior design allows a great opportunity to set the spa apart, creating a point of differentiation. Smart lines combined with interesting design flair will stand out in clients' minds and give them something to talk about. Of course, water is found in so many spas, a feature that can be truly fun and exciting.

However, without question, one of the major trends is making sure that the look and feel of the spa will make male clients comfortable. Men are currently 28% of spa clients. This is up from 24% just two years ago. Interior designs are no longer cushy and fluffy; instead, they feature clean lines, warm colors and a streamlined look to appeal to men and women.

The latest trend in interior design is the merging of the medical and spa industries. Medical facilities are no longer a clammy and stainless look. They are high-end, streamlined designs that have a very inviting feel, while at the same time putting forth the message of lifestyle and tradition.

Many designers also are moving back to a more traditional style in spa design. Certainly, some of the newer technologies play a role, but in many cases there is a simple feel to the look and function. This, of course, transcends itself to the clients and puts them into the spa state-of-mind right away.

Many designers have developed some truly remarkable spas. They have made the spa a relaxing place for the guest both visually and aesthetically. The staff can master their duties throughout the facility with routine and ease. When it all comes together, spa owners can proudly serve their guests, provide for their staff and expect a decent return on their investment. **PMPR**

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*Slater founded Spa Central in 1994 and has worked with more than 1,000 spas, providing \$15 million in equipment. His uncompromising commitment to his client's success is highly recognized in the industry and his success formula has helped*

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## Tea Time

*By Mariet van der Starre*

The United States imported about 519 million pounds of it last year. Singer Moby is going in to business peddling the substance in Manhattan. The Brits indulge in this feel-good elixir way more than the average American who only consumes one cup per day. The British out-drink Americans 3 to 1 ... Tea, that is, good, old-fashioned, throw-it-in-the-Boston-Harbor, tea.

Tea boasts a long and storied history that spans the globe. According to legend that many scholars believe to be fact, the Chinese discovered tea in 2737 BC, when the wind blew some leaves into a pot of boiling water that was being prepared by the servants of the Emperor.

The tradition of drinking tea then spread to Japan a few centuries later, where it was made a ritual. Tea became popular in Europe, beginning in Portugal and Holland before making landfall in the British Isles in the 1600s. Afternoon tea services became the fashion among noble women who needed something to get them through the day.

Even America had its influence on the history of tea. The Boston Tea Party was a symbolic protest for "No taxation without representation."

The late '90s have seen upscale hotels such as the Ritz Carlton in

Boston and Plaza Hotel in New York City re-establish the tradition of the Afternoon Tea Service. The spa industry should take note of the results the hotel industry has experienced since promoting tea services. It draws the high-end client, creates added value for current clients, generates publicity, utilizes existing amenities and space to increase profits, and introduces clients to other hotel services such as catering or events.

Tea time may be as old as time itself. However, it is a tradition that many Americans don't fully appreciate. Everywhere you go in Europe, from Buckingham Palace to a quaint sidewalk café in Slovenia, men and women are relaxing leisurely over a pot of tea. A relaxing respite quite unlike Americans who speed, brake and weave down the freeway, trying not to scald themselves with their drive-thru cup of java. Perhaps the rest of the world knows the significant therapeutic benefits drinking at least three cups of tea every day provides.

Tea is rich in powerful antioxidants called flavonoids that protect the body against free radical damage, which can encourage the development of diseases such as cancer, heart disease, stroke, rheumatoid arthritis, cataracts and Alzheimer's.

The amount and variety of flavonoids in each kind of tea is

different. The longer tea is brewed, the greater the amount of flavonoids. Many of the most common flavonoids pack more antioxidant punch than vitamins C and E. In fact, tea is so rich in antioxidants, drinking three cups of tea gives the body as much antioxidant protection as six apples. The antioxidants in two cups of black tea are equivalent to the antioxidants in one glass of red wine or seven glasses of orange juice.

**"Drink to your health!"**

Tea consumption is also an important part of daily fluid intake to prevent dehydration. Fine lines, course texture and surface dryness are all challenges in skin care. If you didn't already have enough reasons to drink more tea, this zero-calorie beverage will prevent chronic dehydration, which causes constipation, lethargy, headaches and has been linked to colon and breast cancer.

Now, you may be thinking, "Doesn't tea contain caffeine and doesn't caffeine cause dehydration?" The answer to both of those questions is yes. However, there is not enough caffeine in tea to be diuretic unless you consume 5-6 cups of tea in one sitting, twice the daily-recommended serving.

Tea can be more than just an antioxidant powerhouse. Tea is also rich in fluoride. In fact, drinking

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three cups of tea will fill 70% of the body's daily fluoride requirements. Drinking it, like 98% of the British do, by adding milk, the amounts and types of nutrients added to your diet increase, giving you healthier bones and teeth.

A variety of teas derived from different plants and originating from different parts of the world have found their way to the grocery aisle. There are three basic kinds of tea: green, black and oolong, which is a combination of both.

Green tea and black tea are both derived from the *camellia sinensis* plant but are processed differently. Green tea is lightly steamed before drying and is popular in the Far East. Black tea, which is fully oxidized, comes from Africa, India and Sri Lanka. The amount of flavonoids in green tea is roughly equal to that of black tea, but the kinds of flavonoids are different. Green tea contains simple flavonoids and black tea contains complex flavonoids. However, green tea and black tea both protect the body against disease such as cancer. Choosing one kind over the other is simply a matter of taste preference.

Green tea, which has a more delicate taste, is traditionally the tea of choice in the Orient. Black tea is the brew found in Europe and the Americas. In fact, 90% of the tea consumed in the United States is black tea. Many people associate

teas with the blends of herbal teas, which are shoot-offs of these three types of tea. However, herbal teas, which are made from herbs, berries, seeds, and roots, actually contain no tealeaves.

The health benefits of tea have been well researched and widely publicized increasing the brew's consumption in the Western world. Green tea contains anti-inflammatory and antibacterial properties. It is anti-thrombotic and lowers cholesterol. In animals, researchers have shown green tea, when imbibed or applied topically, prevents melanoma formation caused from UV damage or chemical carcinogens. The research in humans isn't as conclusive, but preliminary research appears to support that green tea has the same effect on human skin when either taken orally or applied topically.

Researchers are also investigating green tea's effect on weight loss. Again the results aren't conclusive, but it appears that green tea increases fat oxidation thereby increasing weight loss.

In the last decade, spas have lead the way in the re-emergence of holistic therapies. Ancient traditions such as yoga, ayurveda, aromatherapy and organic foods and beverages to balance the spirit have experienced a renaissance. These spas not only provide superlative face and body

treatments, they recognize the need to promote the entire well-being. Eating right, exercising and reducing stress are just as important in treating the skin as cleansing and exfoliation. Serving tea is one of the simplest ways a day spa can establish its identity.

Just as people associate tea service with high-end hotels, they do so with spas. The same women who go to the Ritz for afternoon tea will relish the experience at the salon and spa level. She will not be satisfied with a cup of coffee in a Styrofoam cup. Like the Japanese, make an art of serving tea to your clients. Use nice china, a Tiffany tea service, and beautiful silver. Make the tea and serve it rather than have a do-it yourself station. Create a special experience that elevates your business into a different league.

For thousands of years, people have celebrated the benefits of serving and drinking tea. Drinking tea is good for the spirit and for the body. Drink to your health! Drink tea. **PMPR**

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