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FALL/WINTER 2012

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got sun damage?

ZO[®] MEDICAL COMES TO THE RESCUE
WITH A NEW RANGE OF AGE DEFYING SKINCARE

by Wendy Lewis

Another summer spent at the beach without a floppy hat and SPF 30 may result in post Labor Day skin damage. The harmful effects of sunning can show up in the form of dark spots and rough patches that can actually make you look older.

When it comes to signs of aging, lines, wrinkles, redness and sagging skin are all made worse with prolonged sun exposure. Discoloration, dark spots or hyperpigmentation can add years to one's appearance. In fact, studies have shown that hyperpigmentation can significantly contribute to the overall appearance of skin aging, increasing your perceived age by as much as a decade.

According to Beverly Hills Dermatologist, Zein Obagi, M.D., hyperpigmentation is just one more sign of weakened skin that can be strengthened by using the right topical treatments. His newest venture, ZO® Medical, a comprehensive line of products created exclusively for use by plastic surgeons and dermatologists, features a targeted sun damage range that works to reverse the accumulated effects of UV exposure.

"The ultimate goal of ZO Skin Health, Inc. products is to stabilize the skin. With strengthened skin we can address hyperpigmentation, using topical treatments to diminish dark spots and sun protection to prevent new discoloration from developing," said Dr. Obagi. "We have to focus on making skin healthy rather than just alleviating symptoms of poor skin health such as pigmentation, fine lines, acne, rosacea, wrinkles and even sagging. We can address these skin care concerns without resorting to clinical procedures with the right skin care regimen," he said.



The results that can be achieved with ZO® Skin Health and ZO® Medical products are being recognized by plastic surgeons and dermatologists in the U.S. and all over the world. "Every physician should make sure that the skincare products they recommend are as state-of-the-art as the other services they offer," said Plastic Surgeon Barry DiBernardo, M.D., F.A.C.S. in Montclair, N.J. "We want to have the most effective technology available for our patients. Using the right physician-directed skincare program is an important part of the continuum of skin health."

From Dark Spots To Wrinkles

For years, treatment of dark spots has included chemical peels, microdermabrasion and laser resurfacing. Removing the outermost layers of the skin through exfoliation helps improve skin texture and tone. But for best results, the skin should be treated topically before any procedure is performed. And often these topical treatments can adequately reverse the

problem without any further procedures.

The main culprit in causing hyperpigmentation is the sun. Our skin tone is determined by the amount of melanin contained in the epidermis. With UV exposure, cells

called melanocytes are stimulated to create additional melanin, resulting in a tan. However, as we age and accumulate repeated exposure to UV radiation, melanocytes become damaged and permanently switched on to overproduce melanin. This results in dark spots called solar lentigines, which are benign flat brown spots that usually appear on the face and the backs of the hands. Often referred to as age spots, these lesions are actually the result of years of UV exposure.



ZO® Skin Health Aggressive Treatment Protocol

Hydroquinone, available in both consumer and physician dispensed products, has long been considered the gold standard in reversing hyperpigmentation. It works by disrupting the function of melanocytes, therefore prohibiting the production of melanin. Products sold at retail will contain up to 2% hydroquinone, while physician dispensed treatments contain up to 4%.

The ZO® Medical range features three products that are formulated to specifically treat hyperpigmentation. Two contain hydroquinone and one is hydroquinone-free. They are intended to be used as part of a regimen that includes other ZO® Medical products, which the physician will

develop in response to a patient's particular needs and skin condition.

One unique powerhouse product for the reversal of discoloration is BRIGHTENEX™, an alternative to hydroquinone that targets three stages of skin discoloration through a multi-action complex that can clarify and brighten skin and minimize the appearance of age spots and skin redness. It features 1% retinol, melanin inhibitors and

antioxidants to rapidly brighten and even skin tone. BRIGHTENEX™ is used for six weeks prior to MELAMIN™, which is a skin lightening and correcting cream. With 4% hydroquinone, it works by altering the essential subcellular metabolic process that produces melanin. MELAMIX™, Dr. Obagi's skin lightening and blending cream, also features 4% hydroquinone to act as a gradual bleaching agent. It also inhibits melanin production.

According to Dr. Bernard Krupp, Board Certified Oral & Maxillofacial Surgeon at the Krupp Center in Towson, MD, "I was very attracted to the newer innovations in the ZO® Medical system. It is easier for my patients than other products we have tried since it smells good and works so well with more options that are not as aggressive. I can offer different programs that prepare my patients for stronger peels and other pre and post cosmetic procedures. I believe that prepared skin is better for healing after any procedure whether a chemical peel for anti aging, sun spots and/or in preparation for a surgical procedure such as a facelift or eyelid surgery. This is a very flexible range of products that delivers results."

Dr. Krupp is an active proponent of the ZO® Skin Health philosophy. "Due to my predilection of using a programmed approach to skin care and to gain control of the skin cycle in promoting skin health, there are no favorites and all are favorites. You can't just use one product and expect miracles; but miracles do happen when using products in combination over a long period of time to gain specific measurable results. This is why we use the VISIA® system of objective measurement of skin health prior to and then during and after procedures that change the skin texture and health using laser resurfacing and stronger peel procedures," he said.

The Three T's – Skin Type, Tone and Texture

In addition to hyperpigmentation, UV exposure ages the skin by breaking down collagen and elastin, causing lines and wrinkles to appear, often prematurely. The ZO® Medical sun damage protocol targets these issues of skin aging with powerful topical treatments. RETAMAX™ contains the line's highest concentration of retinol blended with plant stem cell antioxidants and proteins to trigger the natural production of collagen. It also blocks free radical damage and fights inflammation, which Dr. Zein Obagi believes is at the core of skin damage.

Many doctors see a key advantage in prescribing ZO® Medical is its ability to get skin to

tolerate aggressive treatment protocols. "The unique delivery system that ZO Skin Health, Inc. has developed helps retinol stimulate the dermal cellular function without causing irritation, so patient compliance is extremely high. This range addresses the most common problems we see from long term use of aggressive topical agents, and turns them around," said Dr. DiBernardo. Another benefit of the system is its versatility so that your physician can create a bespoke treatment plan just for you. "I can control what each of my patients uses and select the optimum regimen to get the desired results. Most of my patients cannot fit prolonged healing times into their busy lifestyles and will opt for a gentler approach," he added.

ZO® Medical protocols can be administered in mild, moderate, or aggressive levels. The more aggressive approach will create faster and more radical changes; however, it is not intended for everyone. Most people will have some redness, peeling, sun sensitivity, dryness, and flaking, but the end result



Zo® Medical skin products

will be transformational. The mildest regimen will take a little longer to get you there, but it is easier to tolerate without any disruption in your normal routine. The choice is up to you and your doctor.

The proprietary ZO® Medical sun damage solutions were developed to stabilize melanocytes, reducing melanocyte activity by increasing the skin's resistance to external and internal stimulation. According to Dr. DiBernardo, "I also treat skin discoloration with peels and laser resurfacing, such as fractionated lasers and other advanced systems."

For sun damaged skin, whether it is merely dark spots, lines and wrinkles or all of the above, a deep peel can revitalize your complexion by restoring a fresh layer of skin. The ZO® CONTROLLED DEPTH PEEL™ Kit, designed exclusively for medical professionals, treats many skin conditions including acne, wrinkles, fine lines, pigmentation, and sun damage at the dermal level.

The peel causes surface cells to dehydrate and then peel off over a period of a few days to one week. Once the surface skin peels away, a new layer of smoother, brighter and more even toned skin is revealed. You can expect people to notice a healthy color, renewed firmness, and newfound radiance that will take years off your complexion.

As Dr. Krupp says, "My patients appreciate my offering advanced protocols that promote a continuous healthy response to keep their skin looking great. Newer technology and ingredients don't only make these products feel good on application and smell good, but they effectively deliver an appreciable improvement in the quality and overall health of the skin's surface."

Protection Is Your Best Defense

Sun damage is not inevitable and can be minimized with the proper precautions. Your first line of defense in preventing discoloration and premature aging is sun protection. Wear protective clothing, seek the shade during peak hours, and always wear sunscreen.

The best-selling and award-winning ZO® Skin Health OCLIPSE® Sunscreen + Primer SPF 30 is a broad-spectrum sunscreen and primer in one step. It features non-irritating physical sunblocks – zinc oxide and titanium dioxide – with UVA and UVB protection. The slightly tinted serum-like formula also makes it a great base under foundation and

clings to your skin like a layer of fine silk.

"If you are lucky and protect your skin from birth, you could avoid developing dark spots. Unfortunately, UV exposure is cumulative and sometimes its effects don't show up until we

are well into our 50s or 60s. In fact, 90% of fair skinned people over the age of 60 develop dark spots from the sun," said Dr. Obagi.

Practicing safe sun and wearing a daily SPF 30 is mandatory to keep your skin clear and youthful looking, as Dr. Obagi stresses. After a treatment plan is created, he is adamant with his patients that they make a steadfast lifestyle commitment to stay out of the sun without protection. ❖

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