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It's a year round battle for skin care and spa clients—reversing the signs of aging, preventing wrinkles, smoothing, clarifying and brightening their skin. Yet when summertime comes around, these efforts take a back seat for some pool and beach fun. Follow the guide to help your customers get back on track and make up for all the fun in the sun.

POST-SUMMER SKIN REVIVAL GUIDE

BURNING ANSWERS

SETTING THE RECORD STRAIGHT
ABOUT SUN EXPOSURE

by Karina Timmel

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Let's face it, your clients spend more time with you than they do at the dermatologist, and when fall comes around, after all that fun under the sun and the tan starts to fade, they come to you (with brown spots, extra freckles, a new fine line or two) to get their skin back on track. Now is the time for you to not only help reverse the effects of summer but set them straight about sun damage.

"Sun damage occurs from over exposure to the sun, not wearing sun protection and not eating the proper foods to help fight off UVA and UVB rays," says Ildi Pekar of Ildi Pekar Skin Care in New York, NY. "While spending time outside, even on gloomy days, the sun's rays can still penetrate the skin. That is how strong it is." Sun damage can have short and long-term effects, which are worth going over to select the proper course of treatments.

SHORT-TERM EFFECTS

Sunburns include redness of the skin, peeling and even bubbling of the skin or severe blistering (in which case you should refer your client to a physician). Clients will most likely come to you for hyperpigmentation (a short and long term issue), melasma, also known as chloasma or the mask of pregnancy (as it is often associated with hormones), and lentigines or "liver spots."

Hyperpigmentation refers to a darker area of skin that has more than the normal amount of melanin.

Melasma and lentigines refers to dark brown spots of concentrated melanin, most likely on the face and hands ("geographic" hyperpigmentation), and could be inherently due to

sun damage or the result of hormone imbalance, exacerbated by sun exposure. Tinea veriscolor, also known as "sun fungus," where white spots appear on the skin, is yet another possible short term consequence of summer fun—the condition, a result of fungus interfering with melanocytes' production of melanin, must be referred to a dermatologist.

LONG-TERM EFFECTS

Excessive and repetitive sun exposure for years results in the collapse of the skin support system; collagen and elastin are essentially under attack and begin to transform and degrade.

The results are wrinkling, sagging and elastosis. Sun damaged skin can have horizontal and vertical fine lines, the skin may feel and look leathery, and the discoloration of skin (especially on the face) is more pronounced and very freckled. Clients can also complain of having dry skin, as sun damage impairs skin's ability to hydrate properly.

Then there are the different sun-related skin growths. Although cancerous growths—caused by damage to DNA—are of the domain of physicians, salon and spa practitioners should be able to discern the signs to refer their clients.

While benign moles are symmetrical, round and have even borders, cancerous growths (melanoma) are asymmetrical, have dark brownish black colors and uneven borders—they are also evolving.

The other two types of cancerous growth are basal cell carcinomas, which look like small pearls (often on the face and hands), and squamous cell carcinomas, which may look like crusty areas.



DEBUNKING THE MYTHS

Arm your clients with the proper tools—sunscreens should be available in your retail area year round—on the beneficial treatments you can provide them with to fight off the signs of aging from basking under the sun (see “Sun Damage Reversal” on page 55) and educate them on sun exposure and sun damage, starting with the basics.

MYTH#1

Sunscreen is necessary at all times. Overall, the answer is **yes**.

Steve Finley of Rubber Ducky Sunscreen feels that sunscreen is indeed necessary. “[M]y feeling is that it is not a myth,” says Finley. “There is now proof that UV rays will age your hands while driving, and there is a trend to apply natural sunscreen on the back of hands while driving.”

TiZO’s CEO Dr. Harry Fallick concurs. “[...] If you want to reduce and prevent premature skin aging, daily sunscreen application, with adequate re-application is simply the least invasive approach,” Fallick says.

However, Michael J. Russ of Oceana Naturals argues that one should take more than sunburn and aging into account. “The fear that people have

is that every time they go out, they need sunscreen on. That is not a good idea,” says Russ. “You have a higher risk of vitamin D deficiency than sunburn.”

Russ says that the key is to differentiate a casual outing, such as a run to the post office and a prolonged outdoor activity. “If you are out for 10-15 min, get some vitamin D,” Russ says.

MYTH#2

If the weather is cloudy or rainy, UV protection is not needed.

Not quite. Russ says two important factors come into play—not to mention the reason behind the outing.

First, one needs to be aware of the UV index (the international standard that measures the strength of UV radiation).

“Anything more than a UV level of 5 is rather strong,” says Russ, explaining that at this level and with long exposure, people put themselves at risk for sunburn—daily UV indexes are available online.

“Deep dermal penetrating UVA is the same all day and every day,” Fallick adds. “Since this radiation travels millions of miles, a little cloud cover will not stop it significantly.”

MYTH#3

Water protects from UV radiation. **It depends.** “If you are underwater,” says Russ, “the likelihood of sunburn is rather low.” Yet, he warns, on top of water, UV radiation is intensified because of the reflection of the water. Finley agrees, adding, “you have to get several feet deep in the water to receive UV protection,” (an important piece of advice for outdoor pool treatments). Fallick warns, “water, snow and sand amplify ultraviolet radiation, making it more important to wear sun protective products.”

MYTH#4

If your client’s skin shows no signs of short-term sun damage they will have no long-term consequences.

Not true. “Sun damage is caused by free radicals, something you cannot see,” says Russ. “You can get sun damage every time you go outside. It occurs slowly even if you do not have signs of sunburn.” Long-term effects can show up 10 to 12 years later, says Beverly Fox-Crismond, spa director of The Spa at One Ocean in Jacksonville, FL.

This is where the crucial work of spa and salon specialists comes into play. Advise your clients on proper “take-home” remedies. Pekar sends her clients off with tips for protection they can do at home, including using a vitamin A, C and E serum, protecting skin with SPF, and eating antioxidant rich foods (such as tomatoes, blueberries, cranberries and plums) to boost the skin’s ability to fight UV radiation.

Then set up a plan of action for periodical treatments that will work on reversing the signs of aging and sun damage, making sure that they understand that the key is consistency.

However, there will be times when clients must be sent away—temporarily. “If the skin is damaged beyond my expertise,” says Pekar, “I recommend seeing a dermatologist.” ■



SUN DAMAGE REVERSAL

EFFECTIVE TREATMENTS
AND INGREDIENTS

by Karina Timmel

POST-SUMMER SKIN REVIVAL

People spend all year trying to smooth, clear, brighten and firm skin, and prevent new wrinkles as well—all year, except for summertime, that is. All those efforts are often thrown out of the window for the recreation that comes with the hot season. Come fall, the effects of all the fun under the sun become more apparent and top of mind. “Excessive sun exposure is responsible for most of the sun damage associated with aging skin. It accumulates slowly over time. While some of the sun damage is merely cosmetic, other effects, such as skin cancer, are more serious,” says Sung Moon Kim, licensed esthetician at White Salon and Spa in Atlanta, GA. “As we age, the collagen and elastin fibers of the skin naturally weaken. This weakening happens at a much fast[er] rate when the skin is frequently exposed to ultraviolet rays.”

Now is the time to get your clients back on track and help them reverse the effects of sun damage. Spa and skin care experts discuss what works for their businesses and customers.

● SUN DAMAGE 101

First, it is important to make the distinction between hyperpigmentation caused by internal factors (such as hormones) and external factors (such as sun damage in the form of sunspots and freckles), both exacerbated by the sun. “The corrective treatment of hyperpigmentation should affect all layers of the epidermis. If it is hormonal [it] is a complex issue to treat—one that clients have to make an ongoing ef-

“If clients are treating hyperpigmentation, I advise them to treat it at night, and protect during the day.”

fort with,” says Amy Anderson, owner of Pure Aesthetics & Skin Care in Atlanta, GA. Asking a client when the hyperpigmentation began, such as whether it started during a pregnancy, says Anderson, is important in order to differentiate skin discoloration triggered by hormonal changes or sun damage. “If it started during a pregnancy, for example, then it is likely melasma, which tends to show up as big patches under the eyes, on the forehead or around the mouth, or a butterfly pattern on the face,” says Anderson. Anderson also takes the person’s skin tone into consideration, and where they fall on the Fitzpatrick scale when evaluating how prone they are to sun damage.

● EXFOLIATION

Perhaps the most basic treatment to start off the fight against sun damage is exfoliation. Anderson advocates scrubs to clients as a nice exfoliating treatment to do at home a couple of times a week in between spa treatments. “No scrub alone is going to change pigment,” Anderson notes, “but it will prep the surface.” With that take-home treatment taken care of, Anderson goes to work and begins her clients’ sun damage reversal routine with microdermabrasion. “Microdermabrasion is a tool that will help exfoliate and resurface the skin to provide better penetration of the actives you apply on it to reverse sun damage,” she says.

Anderson says she has also found great success in reversing sunspots, freckles and fine lines for her clients with a series of trichloroacetic acid (TCA) peels combined with light emitting diodes (LED) therapy. “We mainly use TCA at our spa because of the low risk of reactivity in people,” Anderson says. “After our TCA peels, most clients look pretty normal since the peels do not cause a lot of inflammation in the skin. We do a cooling mask on the skin after the peel, too. Most clients look great and happy from the moment they leave,” Anderson says. She also notes that the amount of exfoliation and follow-up treatments depends on the client. “I educate them on how often to come in, what a good home care routine would be and what to realistically expect from the results before they head out the door. Younger skin typically responds better and faster, of course, than mature, sun-damaged skin. It is important to let them know what to expect up front the best that you can.”



Peels have been highly successful to reverse sun damage at The Houstonian Hotel Club & Spa in Houston, TX, says Spa Director Renae Cassam. Their Diamond White Facial has been a huge hit with customers and spa staff alike, Cassam says, adding that the 50 min treatment evens out skin with high concentrations of active ingredients, preventing skin from aging due to pigmentation. The facial consists of an application of a powerful peel with alpha hydroxy acids (AHAs) combined with carboxytherapy (the application of carbon dioxide) to renew skin and lighten dark spots thanks to its long-lasting exfoliation action—it also prevents the formation of new areas with uneven pigmentation.

“The results are incredible and you can see them right away,” says Cassam, who recommends clients get one every 3 weeks and, in between, to keep an at-home routine that includes exfoliating once a week with a 10 min glycolic peel. “I recommend doing at-home peels on Monday nights at the start of the work week. Cleanse, do your glycolic peel, super hydrate after and go to bed!”

● HYDRATION

A key part of sun damage reversal and to keep skin looking young, says Dr. Marina Peredo, founder of Spatique Medical Spa in Smithtown, NY, involves hydrating and nourishing skin often. As such, Spatique offers an Oxygen Facial that restores moisture in the skin by employing pure oxygen along with 87 different vitamins, minerals, enzymes and amino acids. Peredo often recommends this facial to clients to treat everything from sun damage to acne and rosacea, and for those who have had peels, microdermabrasion or laser resurfacing to nourish and hydrate the skin.

To boost the skin's hydration on a daily basis, Peredo encourages clients to cleanse with a moisturizing cleansing cream (not a drying soap); use a toner that balances pH levels; and apply a serum that contains growth factors and antioxidants twice a day all over the face and décolleté and around the eyes—she also advises the use of a day cream. She adds, “if clients are treating hyperpigmentation, I advise them to treat it at night, and protect during the day.”

To increase hydration in clients' parched skin due to summer sun damage, Anderson uses ingredients such as hyaluronic acid (a water binder), and niacinamide (a form of vitamin B3) that hydrate and help with redness and corrects pigment like sunspots.

For intense body hydration, Cassam always recommends Trellis Spa's Citrus Drench, which also comes in a facial. "It is our number one body treatment," she says. Ideal for skin that has been damaged by the sun and free radicals in the environment, Cassam says, this body wrap begins with a citrus scrub followed by a whipped vitamin C soufflé mask to stimulate and revitalize the skin. Natural ingredients, such as crystallized honey, shea butter, ascorbic acid, and orange juice protect the skin from dryness and premature aging, resulting in tighter, firmer skin. The 100 min version includes a vitamin C firming serum and massage.

● THE POWER OF LIGHT

Light therapy is yet another power tool in the fight against sun damage. Laser, LED, and Intense Pulse Light (IPL) are technologies, which show many benefits in reversing unappealing cosmetic changes in skin due to sun exposure.

Professional LED machines can minimize fine lines and wrinkles, treat sun damage and stretch marks and reduce redness. At Pure Aesthetics & Skin Care, LED treatment is used to plump up aging skin by boosting collagen. First developed by NASA, LED works by sending energy-producing packets of light into the deeper layers of the skin. Red light LED stimulates the fibroblasts that produce collagen, which gives young skin its plump look. "The skin has the ability to absorb light and use it as a source of energy to stimulate a healing response. The LED light improves skin tone and clarity, and is great for everyone, from clients with rosacea because it reduces inflammation, to African Americans whose skin cannot handle lasers, and is gentle and safe for pregnant women," Anderson explains.

Spatique Medical Spa provides clients with various laser treatments, depending on their specific sun-damage and lightening needs.

Their IPL photo facial works well for patients with fair to medium skin types, says Peredo, and treats skin redness, tiny veins and brown spots. Peredo recommends this treatment as a series of three to five 30 to 45 min sessions, spaced 4 to 6 weeks apart. Another laser treatment that has shown great results for Peredo is CO2 fractional therapy, which delivers a laser beam deep into the skin to stimulate a natural healing process that replaces damaged tissue due to the sun. "It works exceptionally well to treat mild to moderate wrinkles and age spots," Peredo says. "It is also important to note that you should not get this done in the summer." She recommends one to three sessions spaced 4 to 6 weeks apart.

● FIRMING

Skin firmness also takes a toll due to sun exposure, and as people age, sagging skin replaces the plumpness that is inherent to youth. To combat this, many spas like Touch Day Spa in Pacifica, CA, are incorporating a firming treatment into their menu that uses a microcurrent machine. The non-invasive, non-surgical treatment essentially works by emitting a gentle electrical stimulation that triggers the body's natural skin repairing response and reprograms the muscle to stay taut.

Microneedling (aka Collagen Induction Therapy), offered at Pure Aesthetics & Skin Care, is a minimally invasive treatment, where a tiny needle is used to prick the skin to improve tone and firmness. As each fine needle punctures the skin, it creates a controlled skin injury, which triggers the body to form new capillaries, collagen and elastin. "There is no scar tissue involved. It works for hyperpigmentation, anti-aging and even acne scarring," Anderson says.

Ultimately, it is a combination of both professional skin-care treatments and at-home products that help clients achieve optimum sun damage reversing results. "I believe in the benefits of professional skin care, as well as educating my clients so that they can maintain a healthy skin care routine at home and take precautions against sun damage daily," Kim says. ■