



# A CUTE DERM

# Skinformation

The Road To Healthier Skin Just Got Smoother

THE SKIN INFORMATION SOURCE

May 2007 Vol. 3

## ANTI-AGING SKINCARE UPDATES

### THE BEST TOOLS TO STIMULATE AND MAINTAIN EXFOLIATION AND A HEALTHY DERMIS

*Can you use Glycolic Acid and Rx Vitamin A, i.e. Retin-A®?*

Yes, absolutely. In fact, using our non-buffered Glycolic Acid in conjunction with Retin-A® will create synergy and give you greater results than using either product twice a day.

Each of these products will give you superb results, quickly and efficiently. There is nothing else in skincare that can accomplish what each of these items can do with regard to speed or benefits.

Both products stimulate collagen and fibril tissue within 72 - 96 hours. They go about it in slightly different ways and Retin-A® creates better keratinization in the tissue. However, Glycolic Acid works faster and is very easy to control.

*What if you cannot tolerate Rx Vitamin A?*

We have developed three products designed specifically to accomplish the same thing without the irritation. It simply takes longer. People with Psoriasis, Eczema, Rosacea, Lupus or just sensitive skin can utilize [Polypeptide Crème](#). It is the weakest form of Vitamin A but it is the most stable. It is effective and will not irritate the skin.

Two other products, [Tri-Complex Serum 5%](#) & [10%](#) are even more effective and can be used by most people. These can be used as a step up for those on Polypeptide Crème or it can be used by anyone who does not want to use Retin-A. It does the same thing without the irritation. It contains a high concentration of retinol (0.05% pure Vitamin A) to create activity in the dermis, where it converts to Retinoic Acid through a natural enzyme activity in the skin. You actually get the best of both worlds without the prescription.

## THOUGHT FOR THE MONTH

### A SMILE ☺

*A smile costs nothing, but gives much  
It enriches those who receive, without making  
poorer those who give.*

*It takes but a moment, but the memory of it  
sometimes lasts forever.*

*None is so rich or might that he can get along  
without it, and none is so poor but that he can  
be made rich by it.*

*A smile creates happiness in the home, fosters  
good will in business, and is the countersign of  
friendship.*

*It brings rest to the weary, cheery to the  
discouraged, sunshine to the sad, and it is  
nature's best antidote for trouble.*

*Yet it cannot be bought, begged, borrowed, or  
stolen, for it is something that is of no value to  
anyone until it is given away.*

*Some people are too tired to give you a smile.  
Give them one of yours, as none needs a smile  
as much as he who has no more to give.*

## COMPANY TIPS

### WHICH FORM OF VITAMIN C IS MORE EFFECTIVE?

First, you need to understand that water soluble Vitamin C (ascorbic acid or L-ascorbic acid) works well and was the first generation of Vitamin C. However, technology improved and a derivative of Vitamin C (lipid soluble, vitamin C ester) was found to outperform the old mainstay for many reasons. Here are three of them:

1. Ascorbic Acid breaks down very quickly and is totally worthless in 25 days. We tested this in the lab and proved to the industry leader that ascorbic acid was degraded by 2% every 12 hours, 4% a day, and had NO EFFICACY in 25 days. At some point between day 10 and day 25, the efficacy is so low that the benefit is extremely marginal. This makes ascorbic acid very expensive since it becomes worthless in a very short period of time. Ever wonder why they put the product in colored bottles? It's to keep you from seeing the severe color change due to degradation.

Lipid Soluble Vitamin C has very high efficacy for up to 15 months, long before you should have used up your bottle.

2. Ascorbic Acid also has a very low pH at 2.1. This creates a vast amount of irritation on the skin. In fact, the irritation is high enough to keep clients / patients from being able to simultaneously use better products for anti-aging skincare, like Glycolic Acid and Retin-A!

To confirm this concern for too much irritation to the skin, Dr. Sheldon Pinnell, past chair of Dermatology at Duke University Medical School, was asked to tell a group of dermatologists something negative about Ascorbic Acid. He informed the Houston Derm Society that a study at Duke on '500 women found a 40% rate of erythema, without using any other anti-aging skincare product on the skin.'

Our lipid soluble Antioxidant Serums have no pH so there is no irritation to the skin. These products can be used simultaneously with Glycolic Acid or prescription strength Vitamin A.

3. Exfoliation is the key to starting the lifecycle new cells, which then stimulates collagen and the development of the skin. The industry has touted ascorbic acid as a stimulator of fresh collagen. However, very little Ascorbic Acid reaches the dermis, where it is needed to cause this to occur.

The industry has long touted this concept. If you ask them to show you the clinical studies that confirm this, you will find that they do not exist.

In effect, Vitamin C, has its place as a good antioxidant, which also offers the ability to improve tone and minimize inflammation of the skin. It is also necessary for the well-being of the skin. But it is not a contributor to the stimulation of collagen.

## INGREDIENTS

### PEPTIDES & CELL RECOVERY



This relatively new entry in anti-aging skincare is actually an old process. The natural healing process is based on factors that signal cells to initiate a process to repair damage.

Biologic factors that stimulate collagen production in wound healing might then be considered for slowing down the accelerated aging of the skin since they release bioactive molecules know as growth factors. There are five key growth factor families, transforming (TGF-B), epidermal (EGF), insulin-like (IGF), platelet-derived (PDGF) and fibroblast (FGF).

The most important factor with regard to skin is TGF-B because it stimulates collagen and promotes the synthesis of key substances such as glycosaminoglycans and proteoglycans (J. Biol. Chem. 262 [14]: 6443-46, 1987). We utilize TGF in our Hyaluronic Acid Lotion.

An excellent polypeptide (multiple peptides) that has been in use for virtually a decade comes from retinol, pure vitamin A. This can be found in our [Polypeptide Crème](#) and [Polypeptide Body Lotion](#).

Two other popular peptides that are gaining recognition include Matrixyl (pal-KTTKS) and Argiriline. Matrixyl has shown some stimulation of collagen but still requires proper studies. Argiriline, which is an acetyl hexapeptide-3 (synthetic), is being touted as a topical alternative to Botox. It does not accomplish the goals because not enough gets deep into the neuromuscular junction. Concentrations ranging from 5% - 10% must be used. Studies are still required to determine the mechanism of action and clinical efficacy.

## SUNSCREEN KNOW-HOW

### BEWARE, MEXORYL IS NOT AS GOOD AS THEY CLAIM

The latest craze and myth to hit on sunscreen is the additive Mexoryl (ecamsule). This ingredient claims to block the type of ultraviolet radiation linked to some cancers. First and foremost, it is not a block.

This ingredient was actually developed to support a sunscreen that utilizes Parsol 1789, also known as Avobenzone. **The problem with Parsol 1789 is that it is highly unstable and has been found to break down in visible light, something a sunscreen should never do.** Mexoryl helps to stabilize Parsol 1789, but it is not perfect.

We are presently testing the SPF60 sunscreen Anthelios L from La Roche Posay, which utilizes Mexoryl. We should have results for you within 6 weeks. We have already found the package to be mislabeled because it claims to be a total block, which it is not. It also does not meet FDA guidelines for a drug label.

We are also in receipt of a letter from Neutrogena stating that they, along with J & J, filed suits against L'Oreal Corporation for false advertising and reporting erroneous UVA protection levels. If you would like a copy of this letter, please let us know.

## UPCOMING TALKS

Dr. Kronberg was recently featured on Fox News in Houston for the risks of skin cancer.

Click on the link to view the footage:

<http://www.myfoxboston.com/myfox/pages/Home/Details?sessionId=A9B66D044BDD645332870CE5325A7A06?contentId=2891442&version=1&locale=EN-US&layoutCode=VSTY&pageId=1.1.1>

Dr. Kronberg, a regular commentator and expert for ABC News in Houston, was interviewed on the new fillers and advances in Cosmetic Dermatology in April. The piece will be aired on May 11<sup>th</sup> at 10pm and can be found on the ABC website by going to:

<http://abclocal.go.com/ktrk/story?section=health&id=3882374>

Dr. Kronberg and Bill Davis will be speaking to the Houston Derm Nurses Association in June. The topic will be Sunscreens, What the companies don't tell you.

## PROMOTIONS

### MAY PROMOTION

#### Acne Kits

All Kits: **less 20%**

- Acne Kit 1  
- includes B-Kleer™ Wash, B-Kleer™ Ultra 8 Pads, & Clay Mint Mask
- Acne Kit 2  
- includes B-Kleer™ Wash, B-Kleer™ Ultra 20 Pads, & B-Kleer™ Mask
- Acne Kit 6  
- includes B-Kleer™ B P 2.5 Crème, B Prox 2.5 Cleansing Lotion, & B-Kleer™ Ultra 8 Pads

Individual components: **less 15%**

#### Cleasers

Pro-C™ Antioxidant Gel Cleanser (all sizes): **less 15%**

#### Facial Masks

Professional Sizes: **less 15%**

Striderma Kit: **less 33.3%**

Individual components: **less 33.3%**

## TRAINING CLASSES

### PRODUCT TRAINING SEMINAR

We offer product knowledge classes once a month in our office to existing accounts. Classes are limited to 25 people and will last 7 ½ hours.

Topics:

- Which products should you use, when and why?
- Protocols for Anti-Aging skincare, home maintenance, skin diseases, pre- and post-op treatments, Microdermabrasion, Glycolic Peels and Accutane.

Supplies:

- You will be given a product training CD along with a product specification CD.
- Certificates are issued to all attendees.

We will have refreshments and lunch is served.

Classes are held on the 1<sup>st</sup> Monday of each month. A credit card charge of \$25 will reserve your spot. We only process the charge if you do not show or fail to cancel within 72 hours of the class.

Next classes: June 4, no July class

The class is run by Bill Davis and, Patricia Folger, L.E. On occasion, Dr. Kronberg may be present to answer questions.

Click on link for details and topics of other programs that we offer:

[Product Training Seminar](#)  
[Storefront Program](#)

## IMPORTANT OFFICE UPDATES

**New fax: 281.261.7212**

**FREE SHIPPING!**  
**FREE SHIPPING!**

All professional accounts will receive free shipping on all orders of \$500.00 or more, effective immediately.

