



# Your Skin's Survival Guide

**Your skin is with you for life!**

It's time to invest in quality, medical-grade skincare and cosmetic products to maintain healthy and youthful looking skin.



Issue # 3

Are you in a constant battle with your skin? Does it seem like no matter what products you use, your skin issues never end? You might be surprised to know that the root cause of your skin issues could be stemming from the products you are using. Over-the-counter (OTC) skincare and makeup have a high level of chemical preservatives, low concentrations of active ingredients and can cause further skin irritations and issues.

This Issue focuses on the importance of quality skincare and the benefits of investing in the right products to use on your skin.

## Your skin is unique. Why buy generic, one-size fits all skincare?

Although it may look like the best economical option, over-the-counter (OTC) skincare is mass-produced to be targeted at the general population. As a result, these products must be made to have a long shelf-life and to be gentle enough for every skin type. The gentle nature of these products means that they are highly ineffective in resolving any real skin issues. OTC products are merely a Band-Aid fix for skin issues and in some cases can even be the cause of further concerns. Believe it or not, your makeup may be the cause of your breakouts, and your moisturizing cleanser could be drying out your skin. Over-the-counter products are made with low quality ingredients, so you get low quality results. It's time to invest in what you use on your skin.

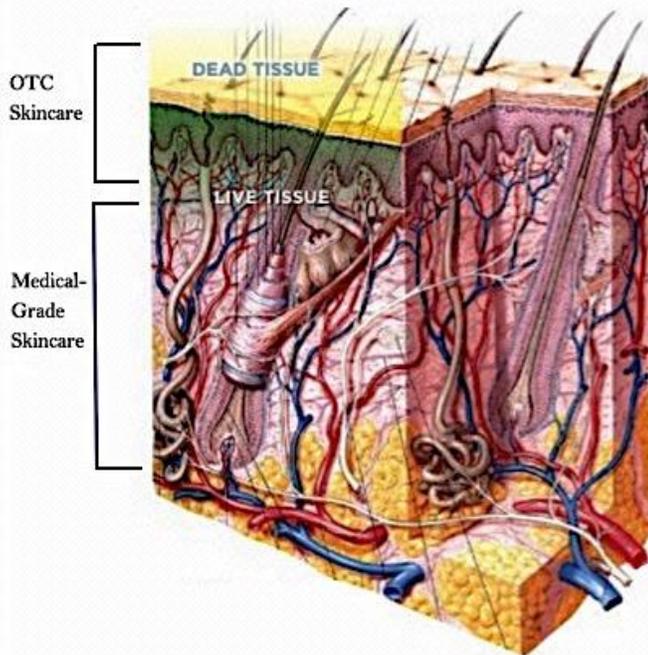
## Featured Product:



**C-BRIGHT™** provides a potent dose of pure Vitamin C to brighten and re-texture the skin.

Pure Vitamin C rapidly exfoliates the skin surface pigmentation for a more even tone. It is proven to brighten your complexion while it targets the cells below the skin's surface to prevent new melanin pigment formation. The Antioxidants within this product defends against environmental triggers that cause new pigment formation. **C-BRIGHT™** also helps to minimize the appearance of lines and wrinkles.

## Medical-Grade vs. Over-the-Counter Skincare:



Although it may be convenient to run to the local drugstore for your skincare and cosmetics, these over-the-counter products are causing harm to your skin. Over-the-counter skincare products contain a very low concentration of active ingredients making them unable to penetrate deep enough into your skin to be effective. Moreover, these products contain parabens (chemical preservatives), extenders, low quality oils and fragrances, which stimulate skin irritation and can clog your pores. In fact the cause of some of your skin issues may be the products you are using.

Alternatively, medical-grade skincare products contain the highest concentration of active ingredients allowed in the market. These products penetrate to the deepest layer of the skin and work to heal and regenerate your skin cells, which stimulates the production of such things as collagen and elastin. In order to ensure that consumers are prescribed the correct products, and educated on correct application, licensed professionals prescribe these products to each consumer based on their skin type and specific individual need.

Many consumers believe that medical-grade skincare is too expensive and therefore do not even consider it as an option. In fact, medical grade skin care programs do not cost anymore annually then all the numerous purchases made from your drugstore. Check under your sink... how many bottles do you have there of unfinished, ineffective products? Once you decide to end this cycle, and invest in quality, medical-grade skincare, you will effectively address *your skin's* needs, and achieve healthy skin for the rest of your life.

### Did You Know?

**Some over-the-counter products can contain the same active ingredients as Medical-Grade Skincare?**

**Don't let that mislead you** – although, the same active ingredients may be contained within the product, over-the-counter products do not have the same measureable doses as medical grade products. The percentage of active ingredient in a medical grade product is **per bottle**, not per formulation as found in OTC products. For this reason, these OTC products do not have the same efficacy. **Read the labels carefully.**



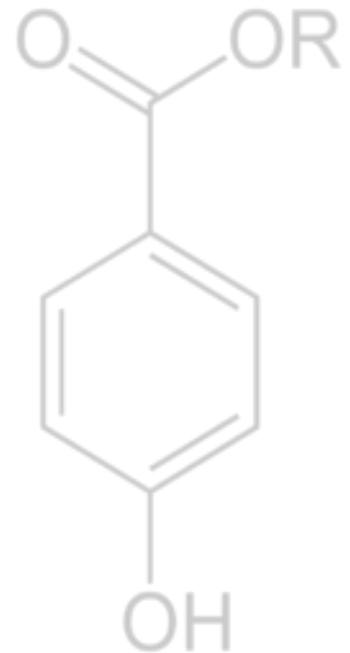
# What's In Your Makeup?

We sometimes forget that our skin is a dynamic, living organ. When you apply a product to your skin, it becomes absorbed into the skin tissue and is then transferred into your bloodstream. Research has shown that roughly 60% of the products we use on our skin are absorbed and deposited into our circulatory system (Fairley, 2001).

The majority of generic over-the-counter cosmetics are made up of a “cocktail” of petroleum based by-products and synthetic chemicals. Knowing that over half of the ingredients in your makeup then end up in your bloodstream; why would you not ensure that you choose natural, non-toxic mineral based cosmetics?

Natural mineral makeup such as, *jane iredale*, is made without harsh chemicals or additives that further irritate your skin. This makeup uses mineral pigments for color rather than artificial colors and essential oils rather than wax. Mineral makeup also allows your skin to breathe and will not clog your pores and cause further breakouts.

Much like medical-grade skincare, mineral makeup is an investment into healthy skin. Your dry, flaky skin could be a reaction to your cosmetics. The foundation you use to cover your imperfections could actually be causing them. To maintain beautiful and healthy skin, you want to treat your skin with respect and provide it with the tools it needs to rebuild and heal by investing in quality skincare AND cosmetics.



Watch for our December Holiday Countdown Specials... there will be something new every week for the holiday season. Go to [www.drmosher.com](http://www.drmosher.com) starting November 28<sup>th</sup> for the first weeks special....

You can sign up to receive our Medspa promotions and event announcements by registering on our website at [www.drmosher.com](http://www.drmosher.com) or ask us for assistance. We can get you signed up now.

# The Power of Vitamin C

Vitamin C is a potent antioxidant that can be used topically to treat and prevent photoageing and hyperpigmentation. There are a variety of Vitamin C options on the market such as creams, serums, or transdermal patches. Of these options, only serums contain highly active Vitamin C in an almost colourless form.

Vitamin C is a naturally occurring and powerful antioxidant that protects and repairs your skin against the damaging effects of UV rays and decreases melanin formation.

Vitamin C is also essential for Collagen biosynthesis –stimulation of collagen production and tissue healing. This helps to reduce the appearance of fine lines and wrinkles.



© Getty Images



After spending months in the warm sun, it's time to start to prepare for the dark, dry and cold days of winter!

Vitamin C is the perfect tool to support your skin health. C-Bright™ contains 10% Active Vitamin C Serum which provides a potent dose of pure Vitamin C to your skin. This product works to brighten and re-texture the skin while reducing the appearance of hyperpigmentation.

- **Ascorbic Acid (10%)** Exfoliates skin surface pigmentation for a more even tone and complexion
- **Tetrahexyldecyl Ascorbate** Proven to prevent new pigment formation by up to 80% by inhibiting new melanin formation. Helps to stimulate healthy collagen production and reduce wrinkle depth
- **Tocopheryl Acetate & CoEnzyme Q10** Provides multiple antioxidant protection
- **Squalane** Mimics our body's own natural moisturizer factor for additional hydration.