Promises and Products: Skin Care 101

Eva Simmons-O’Brien, M.D., F.A.A.D.
Diane J. Orlinsky, M.D., F.A.A.D.

LADYDERMDOCS
Assistant Professors of Medicine,
The Johns Hopkins University School of Medicine
Dr. Diane J. Orlinsky

- Columbia College-B.A.
- The Johns Hopkins University School of Medicine
- The Johns Hopkins Hospital-Internal Medicine and Dermatology Residencies
- Alpha Omega Alpha Honor Society
- The American Academy of Dermatology
- The American Society for Dermatologic Surgery
- The Dermatology Foundation Leader’s Society
- President-Elect: The Johns Hopkins Medical and Surgical Alumni Board
- Claire Marie Foundation Medical Advisory Board
- Columbia College Women’s Board
Dr. Eva Simmons-O’Brien

- Dartmouth College-A.B.
- Yale University School of Medicine
- The Johns Hopkins University Hospital-Internal Medicine and Dermatology Residencies
- Alpha Omega Alpha Honor Society
- The American Academy of Dermatology
- The American Society for Dermatologic Surgery
- Women’s Dermatologic Society
- The Dermatology Foundation Leader’s Society
- Claire Marie Foundation Medical Advisory Board
Hobbies include:
Looking at skincare,
Buying skincare,
Applying skincare
WHAT TO BUY??
WHAT TO USE??
FIRST A FEW BASICS...
ANATOMICAL CHANGES OF FACIAL AGING

CHANGES IN SKIN AND FAT

YOUTHFUL FACE  AGING FACE

CHANGES IN MUSCLE AND BONE

YOUTHFUL FACE  AGING FACE
Type I Photoaging—“No or Few Wrinkles”

- Age 20’s to 30’s
- Early photoaging
  - Minimal discoloration
  - Smooth texture
  - Foundation or make-up optional
  - “Youth is wasted on the young”
Type II Photoaging—“Wrinkles in Motion”

- Age 30’s to 40’s
- Early to moderate photoaging
  - Early sunspots
  - Benign skin growths
  - Beginning laugh lines
  - Uneven skin tone
  - Makeup often helpful
  - Volume loss onset
Type III Photoaging—“Wrinkles at Rest”

- Age 50’s to 60’s
- Advanced photoaging
  - Moderate wrinkles
  - “Blotchiness”
  - Broken blood vessels
  - Multiple sunspots
  - Visible growths
  - Mild-moderate volume loss
Type IV Photoaging—“Only Wrinkles”

- Age 65+
- Severe photoaging
  - Diffuse wrinkles
  - Sallow skin color
  - Many growths
  - Severe volume loss
  - History of pre-skin cancers or skin cancers
Splurge vs. Save
Where to spend and where to save
MORNING REGIMEN
The 4 Essentials:
CLEANSE
CORRECT
HYDRATE
PROTECT
IDEAL MORNING REGIMEN

CLEANSERS

ANTI-OXIDANTS AND REPAIR CREAMS

SUNSCREENS AND SUNBLOCKS
CLEANSERS

- Gentle and fragrance free
- Hydrating if dry
- Salicylic acid or benzoyl peroxide for acne
- Glycolic acid good for exfoliating
- No need to strip skin clean
- Ok to save $$$ here!
SOME OF OUR FAVES

CeraVe Hydrating Facial Cleanser for Normal to Dry Skin, Fragrance Free - 12oz

shop all CeraVe

$10.99
Red wine is a great source of antioxidants.
<table>
<thead>
<tr>
<th>Benefits</th>
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<tbody>
<tr>
<td>Protect and repair damage from oxidative</td>
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<tr>
<td>stress, sun and pollution</td>
</tr>
<tr>
<td>Hydrate and nourish</td>
</tr>
<tr>
<td>Brighten, lighten and tighten</td>
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<tr>
<td>Refresh skin tone and texture</td>
</tr>
<tr>
<td>Promote collagen production</td>
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<tr>
<td>Eye creams*</td>
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**SPEND HERE!**
COLLAGEN PROMOTING SERUMS
VITAMIN C ANTI-OXIDANTS
HYALURONIC ACID HUMECTANTS

Neutrogena Hydro Boost gel-cream
- EXTRA-DRY SKIN
- FRAGRANCE-FREE
- boosts hydration for smooth, supple skin all day

PCA skin hyaluronic acid boosting serum
- our most advanced hydration
- Instantly plumps to reduce fine lines
- Boosts moisture deep within skin for a dewy, radiant glow
- Improves skin’s own natural hydration
TIGHTENING, CONTOURING, AND HYDRATION
The best wrinkle is the one that never appears.

#WrinklePrevention
SUNSCREENS AND SUNBLOCKS

MAYBE NEXT TIME YOU'LL TRY A LITTLE SUNSCREEN...
“TOP 10 RECOMMENDED SUNSCREENS”

1. Elta MD UV Clear SPF 46
2. Eryfotona Actinica SPF 50
3. La Roche Posay Anthelios 60
4. Elta MD UV Physical SPF 41 Tinted
5. Blue Lizard SPF 30
6. Cerave AM SPF 30
7. Vanicream SPF 50
8. Tizo Ultra Tinted SPF 40
9. PCA Sheer Tint SPF 45
10. La Roche Posay 50 Mineral
Eryfotona Actinica®
Ultralight Emulsion
With DNA Repairsomes® and antioxidants
SPF ON THE GO 365 DAYS A YEAR
WELL KEPT SECRETS: TIGHTENING PRIMERS
“ORAL SUNSCREEN”

- Powerful anti-oxidant
- Prevents and heals sunburns
- For use with sunscreen
- Available at Walgreens, Walmart, Amazon, Heliocare.com
the leaves are changing, so should your skincare
EVENING
REGIMEN
IDEAL NIGHT REGIMEN

MAKEUP REMOVAL AND CLEANSERS
RETINOIDs
NIGHT CREAMS
EYE CREAMS
MASKS AND EXFOLIANTS
MAKEUP REMOVAL AND CLEANSERS
MICELLAR WATERS
CLEANSING BALMS
MORE FAVORITE CLEANSERS

Exfoliate & Detoxify

Deeply Cleanse & Revitalize

Remove Makeup & Replenish

Gently Cleanse & Hydrate
ACNE WASHES

$9.49
RETINOIDs

- Repair collagen and elastin
- Improve fine lines
- Decrease pore size
- Improve irregular pigmentation
- Prevent and treat acne
- Brighten and tighten
- Improve actinic keratoses
Retinol treatment for sensitive skin

Differin Acne Treatment
15 g

shop all Differin

$11.19
MY FACE WHEN SOMEONE TELLS ME
THEY DONT USE A MOISTURIZER
NIGHT CREAMS

- Hydrating
- Nourishing
- Restorative
- Firming
- Anti-wrinkle
- Lifting
- Designed to work during sleep

$55.00
When we asked our derm team about the most exciting new technology, the Senté brand was mentioned more than once. This cream is packed with Heparan Sulfate Analog. "The technology behind HSA is to mimic the endogenous heparan sulfate found in our skin, which plays a critical role in skin health, aging, and wound healing," says Dr. Schweiger. HS also maintains and supports collagen and elastin in the skin. "As we age, the HS levels in our skin decrease and leads to photo-aged and dehydrated-looking skin."

Dermal Repair Cream

Ultra rich moisturizer helps prevent moisture loss and improves skin smoothness to restore your skin’s natural beauty.

Appropriate for normal to dry skin.

<table>
<thead>
<tr>
<th>Price</th>
<th>Net Weight</th>
<th>TSA Friendly</th>
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<tbody>
<tr>
<td>$129.00</td>
<td></td>
<td></td>
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<tr>
<td>48 g / 1.7 Oz.</td>
<td>Yes</td>
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ALL-IN-ONE NIGHT TREATMENTS

SENTÉ's Bio Complete Serum features a unique combination of patented HSA technology, sustained release retinol, hyaluronic acid and other key ingredients for firmer and smoother skin.

Visible results by week 8

- 88% of patients showed improved skin smoothness in 8 weeks
- 88% of patients showed a reduction in fine lines and wrinkles in 8 weeks
- 100% of patients showed improved skin texture in 8 weeks

*Data on file at SENTÉ
EYE CREAMS

- Hydrate, nourish and protect
- Minimize dark circles
- Decrease puffiness
- Brighten and tighten
- Improve fine lines and wrinkles
- Use twice a day
RoC® Retinol Correxion®
Eye Cream-0.5 Oz

$17.99

MARIO BADESCU SKIN CARE
HYALURONIC EYE CREAM
Net Wt. 0.5 oz (14 g)

MARIO BADESCU
Hyaluronic Eye Cream

(273) REVIEWS

0.5 oz  Item 2209798
$18.00
OUR FAVORITE EYE CREAMS
Hydration

Textural improvements

Reduce and prevent fine lines

Exfoliate dead surface cells

Decrease redness and inflammation

Deliver anti-oxidants to repair and regenerate skin cells

Weekly usage
OUR FAVORITE EXFOLIANTS

**NIA24**
Niacin-Powered Skin Therapy

**Nia 24 Physical Cleansing Scrub, 3.75 fl. oz.**

Price: $38.00 ✓prime

**DR. BRANDT SKINCARE**
microdermabrasion age defying exfoliator
LASH AND BROW BOOSTERS

• Stimulate growth in hair follicles
• Lash conditioning
• Promote lengthening and/or thickening of lashes and brows
DON'T FORGET ABOUT YOUR NECK!
...AND CHEST!
Use face products on neck and chest to protect and correct
"What's $5 at Sephora?"
"The air"

You get what you pay for...
Advanced formula makes my skin's plumper and more youthful. I may be 70, but because of Crepe
YOUR SKIN IS
an investment
NOT AN EXPENSE