

*Pampering with Purpose™*  
NATURAL BEAUTY SKIN CARE CLINIC™  
*News Letter*

Enhancing Your Natural Beauty Through Anti-Aging Treatments and Products™

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**Issue 1**

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**What is Skin Aging?**

**Sensual Skin**

Each month in this section, we will be discussing what skin aging actually is, the elements which cause aging, and what we can do about them. Some of the elements include skin structure, sun, wind, seawater, pool water, humidity, cellular breakdown, hormonal changes, medications, lack of vitamin E, lack of zinc, smoking, coffee (oh, no!), stress, soap and water cleaning, and so on. However, no matter our lifestyle choices, there is a very simple way for most people to take care of their skin quickly and effectively. This month, let's chat about the structure of the skin ...

**Skin Structure**



Ah, sensual skin! That sensitive, delicate, silken smooth delight! That tough, robust, self-healing, protective layer! Both true. The skin is the body's largest organ. It is the vital outpost of the nervous system. The very top layer of the skin is called the *epidermis* and is constantly worn down and replaced. It prevents excessive water loss from the body. The underlying layer, called the *dermis*, is a highly sensitive and blood nourishing layer of connective tissue. The dermis is a complex network of collagen fibres, elastin, hair roots, sweat glands, nerve cells, nerve fibres, and lymph and blood vessels. Below this layer is the *subcutaneous* tissue, which is a

***A personal message from Liz ...***

*Hi, My Ladies!*

*Gosh, how time zips by! It seems to pass quickly when you're having fun. And that's what I live by! What a wonderful time it's been! I've met so many new faces, and helped so many. I cherish that. It's my passion! It's my purpose in life. In fact, when I tell people that I have an Anti-Aging Skin Care Clinic, they think 'Spa'! For those of you who have visited the Clinic, you know we handle purely women's faces, necks, décolletés and hands. And yet it is soooo soothing and relaxing! That's why our motto is "Pampering with Purpose™".*

*I wish you all an inspiring, prosperous, and beautiful month ahead!*  
*Liz*



## SEMINARS on Skin Care

Many women have never been taught how to care for their skin. In this rush-about society, day passes day, then months, then years. Before we know it, we look and see that we need to do something with our skin. But what? Whether you are 18 or 78, caring for your precious skin is vital for your beauty and for your health.

### **Book now!**

Liz Beavis, Aesthetician and Director of the Natural Beauty Skin Care Clinic in Orangeville, is giving a free seminar on how to care for your skin at home. Liz will be giving a series of free skin care seminars throughout the year, addressing different skin care topics. For example, the “**Basic Skin Care**” seminar covers different skin types, how to manage your particular skin type, what to look for, and how to apply a daily regimen to make and keep your facial skin as soft as nature provided you. *And there will be a draw for a free Deep Cleansing Facial!* Don't miss these seminars! They're a lot of fun! For the latest seminar topic, look at our website at [www.NaturalBeautySkinCareClinic.ca](http://www.NaturalBeautySkinCareClinic.ca) under ‘Skin Care’, then book through Liz at **519.216.SKIN(7546)** now, or, if you prefer, email us at [Liz@NaturalBeautySkinCareClinic.ca](mailto:Liz@NaturalBeautySkinCareClinic.ca) to book your seat. Bring a friend! Please give us your name, address, and phone number/email address. *See you there!*  
Liz



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fatty layer that gives smoothness and contour to the body. The diagram gives an enlarged cross-section of what the skin is like.

Now, the blood supply brings nourishment to the skin, while the lymphatic system drains excess fluids and spent matter away from the skin. Networks of arteries and lymphatics are found in the subcutaneous tissue. They send their smaller branches to feed and drain the hair papillae, hair follicles and skin glands. For skin to remain smooth and supple it needs to have an adequate moisture level. This is achieved by applying a moisturizer which hydrates the skin, and which improves water retention in the epidermis. For cleansing various skin types, refer to the following article.

### **Skin Care**

We can thus see that it is not only important to care for the top layer of skin, but to nourish the second and third layers, and maintain a healthy lymphatic system, while ensuring that our bodies synthesize enough vitamins and minerals for the blood to distribute them to the skin.

*Next issue, we'll cover sun damage, and what we can do about it.*

#### **About Liz Beavis**

Liz is Director and Aesthetician at the Natural Beauty Skin Care Clinic in the gorgeous town of Orangeville, Ontario, Canada. The Clinic is located at 8 Clara Street, at the corner of Zina Street, a beautiful part of Orangeville. The Clinic specializes in Anti-Aging Skin Care for women of all ages. We treat women's faces, necks, décolletés and hands exclusively. Liz may be reached at **519.216.SKIN(7546)** or by email at [Liz@NaturalBeautySkinCareClinic.ca](mailto:Liz@NaturalBeautySkinCareClinic.ca). Or, if you prefer the Internet, you can visit our web site at [www.NaturalBeautySkinCareClinic.ca](http://www.NaturalBeautySkinCareClinic.ca). *Mailing address:* 8 Clara Street, Orangeville, Ontario L9W 2H6.

## **Insight Into Home Care**

### Skin Cleansers

Apart from feeling clean, looking clean and smelling clean, why do we cleanse our skin? It is to remove make-up from the tiny scales that our skin is made of, to remove the dirt that accumulates in our pores, and to banish the top layer of dead skin cells. The next question we ask ourselves is: should we use soap or a cleanser? We may think, since our grandmothers and great-grandmothers had used soap, and it was all right for them, then why wouldn't it be all right for us? Let's look at soap with today's knowledge. In the same way great-grandma went everywhere in a horse-and-buggy doesn't mean we have to; they didn't have the technology then which we have now.

#### **But I'm a 'Soap and Water' Girl!**

Let's look at soap. Soaps are good emulsifiers and lather reasonably well. However they

have two disadvantages. Firstly, their powerful cleansing action may strip away our skin's protective lipids and natural oils. Secondly, most soaps are alkaline and have a high pH level of 9 (our skin's pH level is naturally 5.5 to 5.6). This causes our skin to become dry and rough. I've even met a number of ladies who use only water – no soaps at all. With the unfortunate state of our heavily chlorinated water supply, their skin is badly affected by the chemical.

#### **Facial Cleansers – A Girl's Best Friend**

Good quality facial cleansers are formulated to cleanse our skin without stripping it of natural oils, and also without irritating it. When choosing an appropriate cleanser, we should take into consideration our skin type and age, any special skin problem, as well as skin allergies. Cleansers come in the form of creams, milks or lotions or gels. They use the dissolving action of oils to remove dirt and make-up from our face. To balance it off, they leave a thin moisturizing film, which prevents too much lipid from being lost.

## Skin Types – Dry, Oily, Normal

Now, those with *dry skin* have fewer blemishes in their teen years. When cleansing dry skin, it is important to totally remove the cleanser from our face.

Those with *oily skin* may go through acne and blemishes in their youth, but there are a number of advantages. Oily skin holds moisture more, and for a longer period of time. It tends also to be less prone to moisture loss. While it is important for a cleanser for oily skin to remove excess surface oil, called sebum, it should not totally remove the skin's lipids. If this were to happen, even more sebum would be produced to replace that removed, causing a vicious cycle.

*Normal skin?* Okay, raise your hand if you are the lucky girl who actually has normal skin! Truly, normal skin is comparatively rare.

*Sensitive skin* is a condition, rather than a skin type. So for those of you with sensitive skin, one way to test if a cleanser may be too harsh follows. For five consecutive days, put the cleanser on a delicate area like your forearm,



and wash in a deliberate and exaggerated manner. Record any reaction like redness or itchiness on Day 1 and Day 5, and then compare. If the results on Day 5 are unacceptable to you, then that is not the product for you. Skin hydration is also measured in the same way: If your skin on Day 5 is not dried out but nicely hydrated, then it is the right product for you.

### Don't Guess – Get a Skin Analysis

These rules of thumb help us to understand our skin type. However, a professional skin analysis is definitive, ensuring we use the correct cleanser type for our precious facial skin. And not only is it important to use the correct type of skin cleanser, but we should be sure of using one of good quality, since, as in all things in life, cheap products have cheap results. Gladly, that doesn't mean that the most expensive is necessarily the best either, since very highly priced products usually have a very high profit margin!

*Next issue, we'll cover what Toner is, and how it affects the skin!*

*opened it up and searched for that newsletter she had filed. There it was ... her heart paced as she reread it, gaining hope as she understood it more. Plastic surgery may be the answer for some, but it was not for her. Sarah wanted an answer that was non-invasive, some thing that was natural, that would not require breaking her skin in any way. She wanted to slow down time and regain her youthful appearance. She must call this skin care clinic and make an appointment to find out more ...*

Although many women in their 30's are seeking preventative anti-aging treatments, the above scenario is typical of many women in their 40's and 50's. They have lived life to the full as wife, mother, career woman, community member – juggling many hats and succeeding. When they finally take a breath and take stock, they realize they have given so much of themselves all these years, and now it is time to look at their own needs. They have worked hard, and have earned the right to do so. It seems like we wake up, work, sleep, and do it all over again in a seemingly non-stop cycle. Then suddenly one day we look into the mirror, and these lines, wrinkles and sagging tissues seem to have

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## Feature Article

### Botox, Plastic Surgery, or Non-Surgical Face Lift? Which one for you?

*Sarah sighed as she studied her face in the mirror. Where did all these lines on her forehead come from? And those "laugh lines" around her eye area, it was certainly no laughing matter. Her skin was once young, vibrant and supple. She has worked hard in her career all these years and succeeded. She has also been a hands-on mom, being there when her children needed her. She smiled as she remembered her daughter's words yesterday on the phone "Mom, thank you for all you've done for me ...". Sarah now saw the deep lines from her nasal area to the corners of her mouth. And those sagging muscles ... She sighed again. She had never been taught how to use skin care products. Then she perked up, didn't that newsletter article mention something about a non-surgical face lift? She ran to her bureau,*

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appeared overnight. We want them to go away, we want to regain our youth, or at least to slow down time. We've heard about plastic surgery, but our needs are not as drastic as that, or we don't really want to have our face cut up, or we may not have the funds for it. We've heard about Botox, but we don't really want to inject a refined strain of Botulinum Toxin A into our face. The TV shows us with wonder anti-aging products for the skin, but we're not sure if they really do what they say. A non-surgical face lift may be the answer. Let's look at your four options.

### Aging Skin

First, what is aging skin? The aging process happens on three levels: epidermal aging, dermal aging, and muscle aging. The skin is divided into two main parts, the epidermis and the dermis, each providing a distinct role in the function of the skin. The epidermis is the topmost layer of the skin and provides a protective barrier from the environment. Assaulted by the environment for years, it is easy to understand the stresses which lead to epidermal aging – UV rays, chemicals, dryness, sweating, and so on. Under the epidermis, the dermis contains mostly fibroblasts (which create collagen), fibronectin (which creates elastin), and ground substance, which give the support and elasticity to the skin. So over time, these substances become reduced, causing aging at this level. Now, the facial muscles, like any muscles in the body, can become lazy and diminished if not exercised, causing sagging, wrinkles, lines and other issues. The combined effect of these three factors presents us with the appearance which we call aging.

### Plastic Surgery

Surgeons can resolve the results of aging by cutting away pieces of skin using plastic surgery, then stretching the skin back and sewing it at less revealing areas such as the hairline or behind the ears. This deals mainly at the skin levels, but also at the muscle level. Plastic surgery is



often selected where no other method will work – it is also the most expensive. A *word of warning though:* Canadians interested in cosmetic surgery should know that at this point in time any doctor in Canada with a license to practice medicine may practice cosmetic surgery. There are no government regulations regarding the certification of physicians who practice cosmetic surgery at this time. Naturally, one should ensure that the surgeon is fully qualified and experienced in their field before undergoing such surgery. Thankfully, most physicians practising cosmetic surgery are qualified in their field.

### Botox Injections

Another option is Botox. Botox is the common term for Botulinum Toxin A, a neurotoxin related to Botulism, a disease that attacks nerve endings causing paralysis. Specialists inject Botox into the facial muscles, where it attacks the facial muscles, paralyzing them for a time. By carefully choosing where the muscles' nerve endings are paralyzed, some facial aging can be temporarily resolved. Generally, the results last for three to eight months. However, other muscles accommodate the changes and compensate for the adjustment, with unpredictable consequences. Other common side effects are headache, respiratory infection, flu syndrome, temporary eyelid droop, and nausea. A little discussed fact is that since the muscles are paralyzed, one cannot facially express one's emotions in these areas. This can sometimes lead to a 'plastic' look. The Botox procedure deals exclusively at the muscle level. For more on how Botox works, you may wish to refer to this website: <http://health.howstuffworks.com/botox.htm>

### Mass Market Anti-Aging Products

A third option is anti-aging products used on their own. Some of these products may be what you need. However, without a detailed skin analysis, you may be doing



more harm than good, particularly if they are mass market consumer products. Since most consumer products usually work on only the first one or two skin levels, they cannot retrain facial muscles, nor can they penetrate the skin deeply enough, and are thus limited in their scope. This requires specialized equipment. Now let's examine the fourth choice.

### Non-Surgical Face Lift

What is a non-surgical face lift? There are no injections, no surgery, no pain, no bruising. Compared to invasive procedures, this method is virtually risk-free. A non-invasive technique is defined as one which does not physically penetrate the skin. A non-surgical face lift is a non-invasive procedure that fights the aging process on all three skin levels simultaneously. This method firms and tones sagging muscles, redefines facial contours, reduces expression lines and restores elasticity to the dermal layers. It exfoliates dead epidermal cells, activates cell renewal and restores proper moisture level. In short, it brings your face back more closely to what it naturally should be. To achieve these results, specialized equipment is used under the aesthetician's trained hands, together with specific ampoules, creams, gels, masks and massages. Also, very important to the success of the treatment is skin home care, using carefully selected combinations of high quality products. This is where you follow a recommended daily skin care routine. Working together, treatment and home care can produce the desired results of a more youthful appearance – lines are reduced, muscle tone firmed, elasticity increased, and circulation and hydration improved. In other words, a natural, younger looking you. However, not all aestheticians are qualified nor have the necessary equipment to perform these treatments. So, ask them questions to ensure you're getting what you pay for.



Whichever one of the four options you choose, be sure to ask for the practitioner's credentials to practice their chosen art!

*Next issue, we'll describe the cause of wrinkles, lines and crow's feet, and what we can do about it!*