

TREAT THE CAUSE, NOT THE SYMPTOM



Are your skincare molecules small enough to work on a deeper level? Founder and Director of Research and Development for Nourishing Biologicals, GEORGE E. SADOWSKI, M.D., explains what to look out for in order to be able to treat patients' skin concerns.

You can't solve a problem without getting to the root of it first. While a facial may make your client's skin look temporarily better, if you don't understand why and how her skin is the way it is, and she doesn't use the right products, the treatment won't benefit the client in the long term.

The good news is that the reasons behind ageing are universal, and that skin is the only organ that is visible making it easy to assess specific problems.

Studies show that the reason we age is due to inflammation and free radical damage. Free radicals are unstable atoms that break down cells and cause an imbalance between the damage done and cellular self-repair known as oxidative stress. Over time, our body is less able to fight off free radicals, and ageing occurs. While free radicals are produced naturally by our body's own metabolic processes, free radical damage is sped up by environmental factors including exposure to toxins, air pollution, sun exposure, smoking, alcohol, and even specific foods. Free radical damage can be minimised by eating a diet high in antioxidant fruits and vegetables, wearing quality sunscreen and avoiding excessive sun exposure, and simply healthy lifestyle choices. Darker skin provides some protection against free radicals, but damage occurs across all races and ethnicities.

Since the effect of free radical damage is cumulative, it makes sense that the older a client is, the more visible damage there is as well. But since lifestyle choices also play a role, chronological age is a guide, not an absolute. In general, people start to notice skin changes due to ageing around age 30.

Free radicals are a cause of inflammation, the other component that contributes to ageing. Inflammation breaks down vital skin protective proteins, collagen and elastin leaving skin cells

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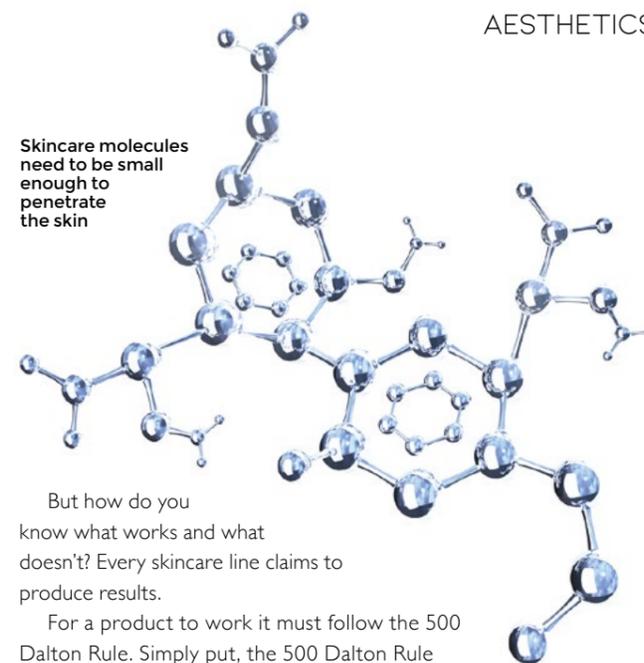
inflamed and sickly, and skin looking dry, scaly and discoloured.

Implementing a comprehensive intake questionnaire is a good initial step to understanding your client's history. The history form should include questions about smoking and alcohol consumption, severe sunburns, amount of time spent in the sun, any radiation treatments they might have had on their face, and their diet. Armed with this background information, you will have a better understanding of their 'real' age and the factors that have impacted how their skin looks today.

Once you know your client's history, you can use that information, coupled with a visual inspection of their skin to get a clear picture of what is going on and how to treat the problem.

Looking at the skin, note any redness, discoloration, brown spots, patches of uneven growth, bumps, fine lines, wrinkles and sagging. These are all signs of ageing and skin distress. Thankfully, with the right products, the health and appearance of your client's skin can be improved.

The topical application of anti-oxidants and anti-inflammatory products can counter free radical and inflammation damage by jump-starting cellular renewal. This process is complex and many elements must be supplied to reverse the damage and initiate tissue repair. The key is to use products that really work.



But how do you know what works and what doesn't? Every skincare line claims to produce results.

For a product to work it must follow the 500 Dalton Rule. Simply put, the 500 Dalton Rule stipulates that molecules applied to the skin that weigh more than 500 Daltons can't penetrate the skin to cause an effect. Because of this, formulas claiming to improve skin health must contain ingredients that conform to this rule or contain ingredients such as growth factors that work through cell receptors.

Skincare products must also be formulated with toxic-free ingredients that can combat free radical damage and inflammation to truly treat the underlying problem of aging. This can be done using naturally occurring compounds such as anti-oxidants, anti-inflammatories and growth factors. These types of ingredients work to prevent and reverse, rather than simply treat the inflammation.

As a biologist and surgeon with over 30 years of professional experience, I came to develop a skincare company because most of the products I had tested over the years were ineffective, didn't contain the active ingredients necessary to really work, and contained even toxins in some cases.

Nourishing Biologicals is the result of painstaking research that uses Nobel prize-winning technology to create the most advanced skincare on the market. The system is simple, with just four products in the line.

The L'Unique Miracular Facial Serum is designed to prevent and stop inflammation and free radical damage. It rejuvenates skin on a cellular level and is suitable for all skin types. There is a men's version of the serum, designed for thicker male skin.

Once you are controlling damage at a cellular level, you need to nourish and hydrate the skin to let it continue to grow and thrive. The L'Unique Skin Essence cream incorporates hyaluronic acid, peptides, and growth factors that promote the rebuilding of collagen, elastin, and new skin cells.

The purpose of an eye cream is to reduce the signs of aging, fine lines, wrinkles and dark circles, and the L'Unique Miracular Eye Cream is that and more. With a deeply restorative bioactive formulation that revitalises tired eyes and rejuvenates skin at a cellular level, the product noticeably refines, brightens and lifts from the very first application, significantly improving the appearance of fine lines, wrinkles, dark circles and puffiness.

You can't solve a problem without getting to the root of it first, and this is solved with Nourishing Biologicals products through our science-based approach to combat the signs of ageing.

George E. Sadowski, M.D. is the Founder and Director of Research and Development for Nourishing Biologicals, a leading skincare product company that utilises a science-based approach to combat the signs of ageing.

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