Effective Cosmeceutical Use in an Aesthetic Practice
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What About the Skin?

Aspects of the Face That Aesthetically-Oriented Consumers Would Like to Change
2003 Gallup Market Survey
- Change in Skin Texture 52%
- Eye Surgery 45%
- Reduce Chin & Neck Volume 43%
- Mid or Mini Face Lift 41%
- Remove Frown Lines 34%
Visible Signs of Skin Aging

- Dry skin
- Static and dynamic wrinkling
- Dyschromias
- Telangectasias
- Loss of elasticity

Microscopic Signs of Skin Aging

- Epidermal flattening
- Atrophy
- Dysplasia
- Decreased eccrine glands
- Hyperplastic sebaceous glands
- Decreased terminal hair
- Decreased fibroblasts
- Decreased collagen, elastin and GAGs

The Importance of Skincare

- The best results are achieved through both a prescription skin care regimen and aggressive office based treatments.

- It is an ongoing process that requires proper assessment, treatment and follow-up in order to achieve the desired result of younger looking skin
Who Needs Skin Care?

- Females
- Males
- Sun-damaged skin
- Aging skin
- Smokers
- Acne prone skin
- Pigmentation problems
- Texture irregularities
- Dry/harsh climates
- Emotional stress

Why Should You Promote Skin Care Products in Your Office?

- 70 million Baby-boomers are looking to correct and improve their skin
- Patients trust the opinions of their physicians and skin care specialists
- Skin care products should be used pre and post-treatments to ensure optimal results
- Provides both a marketing edge and additional revenue for your practice.

A Myriad of Skin Care Programs Available

- It is wise to offer a skin care system that will improve the health of your patients skin that is only available in physicians offices and not on the internet or in department stores
- We have the ability to offer prescription strength products that qualify as medical treatment plans.
Five Basic Steps to Skin Care

- Cleanse
- Exfoliate
- Cosmeceutical intervention
- Hydrate
- Protect

Cleansing

- A clean face free from cosmetics, dirt and excess oil provides the foundation for your skin care program
- Cleanser should be compatible with the client’s skin type
- Enhances the skin’s ability to absorb skin rejuvenation products and moisturizers

Types of Cleansers

- Mild Cleansers – water based cleansers that include Aloe Vera and Allantoin, can be used on all types of skin and are gentle as to not strip the skin of its natural oils
- Buffing Cleansers – water based cleansers that include micro polyethylene Beads for gentle cleansing plus exfoliation, can be used on all types of skin (dry skin not as often), also prepares skin to better absorb skin rejuvenation products
Exfoliating

- Skin repair requires exfoliation of the superficial stratum corneum
- Choice of method should correlate with client’s skin type and degree of damage
- Allows even uptake of products
- Gives a smooth, shiny appearance

Methods of Exfoliation

- Glycolic Acids
- Combination Acids
- Microdermabrasion
- Laser

Cosmeceutical Interventions

- Antioxidants
- Peptides
- Growth factors
- Retinoic Acid
- Bleaching Agents
- AHAs
- Enzymes
- SPF
Hydration and Moisturizing

- Reduces appearance of fine lines
- Treats moisture loss
- Should not clog pores
- Key ingredients should include Deionized water, Allantoin, Mucopolysaccharides and Glycosaminoglycans

SPF – Sun Protection Factor

Sun Block vs Sun Screen

- Sun block is preferred ingredients that include zinc oxide or titanium dioxide. Both physically block radiation and reflect radiation off of the skin
- Sunscreens contain chemicals to absorb UV radiation

SPF Sun Protection Factor

- SPF of 15 with a UVA/UB protection blocks about 96% of UV rays, however, due to many variables the ratings are inexact
- SPF of 30 should provide optimal protection if using rejuvenation products and doing rejuvenation procedures.
- The higher the SPF number the less additional protection you get incrementally
- Sun protection should also be used on the lips
Adding Cosmeceuticals To Your Practice

RETAILING A SKIN CARE LINE

- No risk with minimal investment
- Most conservative way to introduce aesthetic services to your practice
- Typical retail scenario: 100% mark up and 50% profit
- Take it seriously – retail sales are the foundation of your skin care business

Choosing a Skin Care Line

SPA/DEPARTMENT STORE LINE

- Contains a low percentage if any of active ingredients
- Classified as: look good, feel good, smell good products

CLINICAL/COSMECEUTICAL LINE

- Attempts to change the biology of the skin due to the level of active ingredient
- Cosmeceuticals do not require FDA approval, pharmaceuticals do
- Private label vs Brand line

Functional Categories of Skin Care Ingredients

- Antioxidants
- Binding agents
- Bioactive agents
- Delivery systems
- Emulsifiers
- Emollients
- Humectants
- Lubricants
- Preservatives
- Solvents
- Surfactants
- Vehicles
- Vitamins/nutrients/metabolites
Antioxidants

- Substances that neutralize free radicals
- Damage by free radicals one of key mechanisms in aging process
- Reduce skin’s exposure to free radicals

Binding Agents

- Substances that hold products together
- Prevents separation of water and lipid components
- Most important binding agents are emulsifiers

Bioactive Agents

- Diverse group of substances affecting biological processes
- Growth factors, hormones
**Delivery Systems**

- Ingredients that enhance delivery of other ingredients into the skin or inside skin cells

**Emulsifiers**

- Substances that stabilize emulsions and prevent products from separating
- Emulsion is a blend of oil and water
- Most creams and lotions are emulsions

**Emollients**

- Substances that smooth and soften skin
**Humectants**

- Substances that can attract water, usually out of the air
- Are also moisturizers

**Lubricants**

- Substances that make skin feel smoother to the touch
- Reduce friction
- Common in hand creams

**Preservatives**

- Substances that kill detrimental bacteria, yeast, and molds
- Prevents spoilage
- Inhibits chemical degradation of products
**Solvents**

- Substances that dissolve other ingredients
- Alcohol, water

**Surfactants**

- Substances capable of reducing surface tension of liquid in which it is dissolved
- Surfactants enable topical product to spread easily and glide across the skin
- Wetting agent

**Vehicle**

- Base that carries active ingredients
Vitamins/Nutrients/Metabolites

- Substances needed for proper nutrition, metabolism, and other functions of skin cells
- Some have proven clinical benefits

Potentially Harmful Ingredients

- Sodium lauryl sulfate
- Parabens
- Propylene Glycol
- Imidazolidinyl and Diazolidinyl Urea
- Synthetic Colors & Fragrances
- Ethanolamines

What to Look for in a Skin Care Line

- Cosmeceutical actives
- Recyclable packaging
- No animal testing
- Paraben free
- Phthalate free
- Natural scents and colors
- Plant based ingredients
Retailing a Skin Care Line

MARKETING MULTIPLE LINES
- Start up expense and continued stocking expense
- Initial investment usually 1500.00-2000.00 per line
- Longer time frame to recoup your investment
- Overwhelming to train staff with knowledge of too many lines
- Too many choices confusing to patients

MARKETING ONE LINE
- Decreased financial exposure
- Start up cost 1500.00-2000.00
- Stocking one line helps staff to learn the product well
- Decreases confusion for patient
- Promotes patient confidence
- Short time frame to recoup investment

Skin Care Profitability

- Every patient in your aesthetic practice should be using your cosmeceutical line
- Quality products ensure patient safety and optimal results
- Quality products maintain and optimize results

Skin Care Profitability

- Projected as a percentage of revenue of the following procedures and the tendency of the consumer to buy skin care:
  - 15% laser revenue
  - 15% facial injectables
  - 5% body contouring/venous
  - 25% aesthetician services
Retail Skin Care Revenue

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Role of the Aesthetician or Skin Care Specialist in Your Practice

- Clinical support team
- Knowledgeable in areas of skin care and familiar with products
- Evaluate problem areas and make appropriate recommendations to correct client’s concerns
- Supervise home skin care program
- Perform minimally invasive aesthetic procedures such as facials, chemical peels, microdermabrasion

The First Appointment

CONSULTATION

- Thorough assessment of skin and patient goals
- Medications (oral and topical)
- Allergies
- History of Herpes Virus
- Tanning History
- Previous Skin Treatments
- Previous Facial Surgeries
- Ethnic Background/Skin Type
- Current Home Care Products
- Discuss Treatment Options
- Patient Education
The Role of the Aesthetician

- The Aesthetician becomes the skin care specialist and your patients coach to maintain healthy skin.
- Adjunctive procedures such as microdermabrasion, chemical peels, and vibradermabrasion enhance results achieved with medical skin care.

Clinical Summary

- Choose a line that compliments or augments the services you are planning to offer.
- Consultation: patient medical history, thorough skin assessment and treatment plan are essential.
- Patient education directly correlates with compliance which determines results.