

## Youthful Glow and Your Skin's Health

### Improving your skin care program for maximum results

The skin care industry is full of claims that fall somewhere between true and completely unbelievable and with marketing claims driving the industry without much real medical findings; we need to always be on our toes. This in and of itself is something we have come to understand with skin care and finding out for ourselves what is plausible and what is not worth the money, is an ongoing personal challenge. Of course, Serene 'Professional Skin Care' does not fall into this category since its formulas are based only on findings that have been used and proven over the last 20 years within the medical and skin care field but Serene 'Professional Skin Care' cannot escape an issue that all topical skin care programs must deal with.

We would like to address something that we feel will help you (the skin care professional) understand why skin care works so well in the beginning and then with continued use seems to taper off. We are sure many of you have heard clients talk about their skin worsening and the desire to try other products or maybe just simply confused about the condition of their skin with product use over time.

There is a belief that when anything is put into the body, the body gets use to it and will find a way back to its most comfortable position. At first it is true that the body improves and results are noticed but then something strange happens and the body stops the rapid pace of improvement. Now this is a very general statement and is not to be said as fact for all situations but is an idea the chart shown here is based on.

If you look at the chart below we can see two lines, one is green (in black and white - this is the lower line) and the other is purple (upper line). The green line (lower line) represents an individual that is using either skin care from a department store without the advice or help from a professional or an individual that is not using chemical peels as a part of their skin care program but is under the watchful eye of a skin care professional. The purple line (upper line) represents the same green line but with the addition of a professional peel program at intervals of 6 - 8 weeks (little boxes on upper line represent peel procedure).

As we can see there is a rapid improvement with both lines starting with month one. Where we see a very large difference is at month two and three, with the difference being the first chemical peel application. The theory behind the purple line (upper line) is this:

Topical skin care products can and do create noticeable results and with continued use can sustain those results. But without the use of a low pH, high strength professional peel to increase exfoliation and skin renewal, the skin will find a lower set point and will not improve beyond this point.

Now depending on where your skin condition/quality started and the quality of your skin care products, this will without a doubt increase the level of improvement but will not allow you to escape the theory stated here. Within a small community of medical doctors the belief is the skin absorbs and collects the topical products to the point that slows improvements once your genetic make up sets the level of improvement. The skin is very dynamic and complex so proof of this theory is not forthcoming but in our opinion all you have to do is ask yourself a couple of questions:

Why is it that most all women sooner or later choose to change their skin care program and or feel the desire to do so when the next marketing claim hits their favorite magazine? Or why over time do women want to complain or describe their dissatisfaction with their current products even though measurable results were seen during months 4 - 9 and especially months 1 - 3?

Within the research we have done, we believe that without the use of a professional peel program the true and final set point your skin's genetic makeup will achieve will not be to the level that is truly possible. As a skin care professional, you are always practicing a level of skin healing that cannot be read in a book or studied. It must come from experience and hands on trial and error. After which point you might find yourself disagreeing with the status quo and having very strong beliefs about your personal findings within your profession. This graph exemplifies our experience and beliefs. What do you think?

