

# take cover

## skin reporter

dermalogica® thinks skin

Even on the cloudiest of days when the sun isn't visible to the naked eye, damaging UV rays can induce permanent damage on our skin. That's why no one ever debates the necessity of sun protection anytime skin is exposed to daylight. They will mention, however, that sun protection doesn't rank very high on their list of things that feel good on the skin.

Sunscreen is commonly thought of as chalky, pasty, white, thick and downright unpleasant, as many sunscreen products can clog pores, make skin feel greasy and increase sensitivity. It is for this reason that sunscreen doesn't usually get much consideration when we perform our daily skin care regimens.

Thanks to breakthroughs in technology, sunscreen is severing the stigma of being, well, yucky! What does this mean for you? That you can not only block the sun, but treat your specific skin condition with high performance sunscreen moisturizer formulations that actually feel good on your skin!

Dermalogica has combined the latest in sunscreen technology with sophisticated ingredients to provide maximum UV protection while treating each skin's specific condition. See the back cover for more information, or speak with your skin therapist to find out which amazing product is right for you!

### Look for these ingredients the next time you choose your sun protection:

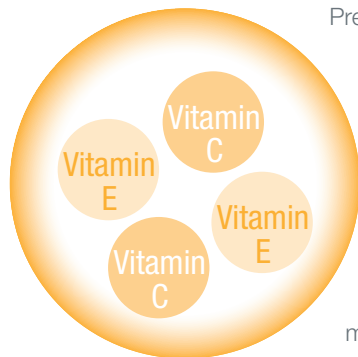
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- The diagram illustrates a cross-section of human skin. At the top, a sun icon labeled 'UV Rays' emits rays that hit the skin's surface. Below the surface, a horizontal bar contains five circular icons representing different ingredients: a leaf, three berries, a pill, a starburst, and a cluster of dots. A vertical line representing a hair follicle passes through the skin layers. To the right of the skin, five circular icons are connected to text boxes describing specific ingredients and their benefits.
-  Vitamins C and E: These powerful antioxidants offer increased UV protection and help fight off free radicals, helping to stave off the signs of premature aging.
  -  Titanium Dioxide and Zinc Oxide: While these are common sun protection ingredients, only ultra-fine particles will provide coverage that isn't white or chalky on skin.
  -  Dipotassium Glycyrrhizate (Licorice) and Camellia Sinensis (Green Tea) contain soothing isoflavonoid polyphenols to calm irritation.
  -  Borage Seed Oil, Oil of Evening Primrose and Vitamin E help maintain smooth skin texture and retain moisture levels.
  -  Cornstarch and Vinyl Dimethicone/Methicone Silsesquioxane Crosspolymer act as microsponges to absorb excess surface oils. (Great for oily skin!)

## to eat or to apply:

## is one better than the other?



Everyone knows to take their vitamins. They help nourish our insides and have beneficial effects on our hair, nails and skin. But does ingesting our vitamins benefit our bodies more than applying them directly to our skin?



Previously believed to be a marketing scheme, findings by dermatologists are demonstrating that topically-applied vitamins are more powerful than what was once believed. Case in point – vitamins C and E.

Recent studies indicate that when Vitamins C and E (antioxidants) are formulated with sunscreen agents, protection against both UV-induced sunburn and free radicals is enhanced. However, the antioxidants must be properly stabilized in order to optimize their effect on skin.

Topically-applied Vitamin C also helps protect skin from the telltale signs of premature aging, such as wrinkles. And Vitamin E helps soften and smooth skin, meaning these ingredients not only boost your sun protection, but help improve the condition of skin!

This, of course, doesn't mean you can start loading up on topically-applied vitamins and ditch the sun protection! Instead, look for products that provide sun protection in conjunction with these powerful antioxidants that are stabilized to provide protection when you need it most – when you're out in the daylight!

You can find stabilized concentrations of vitamins C and E in Dermalogica's new line of Solar Defense products that feature *UV Smart Booster Technology*. See the back page for information on what products are right for you!



### the product pool

Check out how After Sun Repair and PreCleanse are great not only for their intended use, but for summer skin situations!



With antioxidant and anti-skin mutagen complexes like Japanese Alder, After Sun Repair is perfect for:

- Squelching the sting and size of insect bites.
- Heat rash.
- A hair masque after a drying day at the beach (rinse it out with Dermalogica Shine Therapy Shampoo).
- A great cooling foot masque! Place After Sun Repair in the fridge for an hour prior to applying to feet. Leave on for 10 minutes and remove with The Ultimate Buffing Cloth.

Have a little wax left behind on your skin after your session? A few drops of PreCleanse will cut right through that left-over wax for easy, painless removal.



## get ready, get set, exfoliate!



Skin exfoliation is critical to the improvement and maintenance of all skin conditions. And even with the technological advances in skin care, alpha hydroxy acids (AHA) are still some of the most requested, most in-demand professional exfoliation treatments in the treatment room.

Alpha hydroxy acids are the best known treatment for skin rejuvenation, as they reveal softer, smoother and more even-looking skin. AHAs are also known to stimulate collagen production, which helps reduce the appearance of fine lines.

Regardless of what exfoliation treatment you receive, make sure it is followed with sunscreen. Sunscreen is so important that the FDA has even stated it must be applied after the use of AHAs. And it must be continually used, as it can take up to seven days for skin to recover from exfoliation. Equip yourself with a sunscreen to ensure that your freshly exfoliated skin not only looks good, but is continually protected!



## your cleanest skin ever!

Since PreCleanse landed on retail shelves, it's received an astounding amount of press, and is really changing the way the world cleanses!

PreCleanse acts as a magnet to oils and oil-based debris that build up on skin throughout the day, quickly and efficiently removing them from skin, allowing your second cleanse with your recommended Dermalogica Cleanser to penetrate even further than before. The Dermalogica Double Cleanse that begins with PreCleanse ensures your cleanest skin ever – which equals your healthiest skin ever!

Want to come clean? Speak with your skin therapist and learn how to implement PreCleanse and the Dermalogica Double Cleanse into your healthy skin care regimen.

## the more the better?

It seems that we'll always be trained to think higher is better: this goes for sun protection, too. Many consumers select an SPF50 before an SPF20 or even an SPF30, because they believe that the higher an SPF rating is, the better the protection!

While it may seem that a product with an SPF higher than 30 would offer a dramatically increased protection rate from UVB rays, it is mostly comprised of an increased level of sunscreen chemicals, which cause a higher rate of irritation in skin, and provide little increase in the amount of UVB protection. And, the SPF of a sunscreen begins to level off as the number goes higher. For example, an SPF15 blocks 93.3% of UVB rays, while an SPF30 blocks 96.6%.

So what's your best bet? Stick with an SPF level that you know will not only protect your skin effectively, but won't contribute to unnecessary skin irritation. Speak to your skin therapist to find the Solar Defense product best suited to your skin's condition. And shift your sun protection perception: just because the number is higher, doesn't mean it's better!

# solar defense system for triple skin defense

Dermalogica is proud to introduce our new high-performance Solar Defense System containing *UV Smart Booster Technology* for triple skin defense! Our new products combine the latest in sunscreen technology with sophisticated ingredients to provide maximum daylight exposure protection while treating each skin's specific condition.

Check out our new line up of products that are completely customized for your skin condition!

**new! oil free matte block spf20\***  
Skin prone to excess oil production or breakouts.

**new! super sensitive faceblock spf30\***  
Sensitized skin.

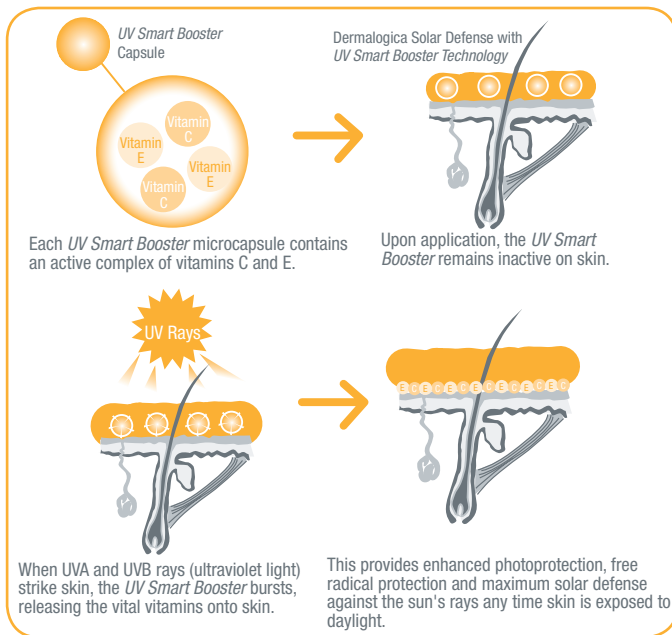
**new! extra rich faceblock spf30\***  
Chronically dry and prematurely-aging skin.

**new! multivitamin bodyblock spf20\***  
All skin conditions, especially prematurely-aging skin.

**new! waterblock solar spray spf30**  
All skin conditions.

\*Features *UV Smart Booster Technology*.

Ask your skin therapist for your free Face Mapping<sup>SM</sup> skin analysis to find out which **Solar Defense System** product is right for your skin!



how uv smart booster technology works

**dermalogica**<sup>®</sup>  
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