

5 tips
to
younger
skin
by Mike Clague



5 tips to younger skin

about the author

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Mike has over 13 years experience in the medical aesthetic environment, including 2 years as the Clinical Manager for Allergan, the makers of BOTOX® and JUVEDERM®.

Mike has trained over 1000 doctors and nurses in the art of injecting BOTOX® and dermal fillers across Australia, New Zealand, India, Thailand, Singapore, Malaysia and the Philippines.

Consistent aesthetic artistry and a focus on international injecting trends drives Mike forward. Mike has been trained yearly by leading Plastic Surgeons from the USA, South America, Canada and Europe. Mike is currently a consultant to Galderma Pharmaceuticals.

Mike is committed to outstanding results for all his clients.



disclaimer

- the advice presented in this book is intended to guide you on your skin care. we do not take any responsibility for any adverse events caused by your product choices.
- if you are pregnant or breast feeding you must consult with your doctor before commencing any of the skin care products.
- if you experience any side effects at all you should consult your doctor.

forget everything you have been told



In this easy-to-follow book, you will learn 5 tips that will make your skin more beautiful and lustrous than you ever thought possible. The best thing is, you will not have to spend insane amounts of money on luxury products that 'supposedly' offer miraculous results. Instead, you get to learn how your skin works and what makes it look better. In the end, you will be able to achieve great, long lasting results with medically active skin care.

I have worked in the medical aesthetic industry for close to a decade, having spent the bulk of my career in various clinical roles at Allergan, the makers of BOTOX® and JUVEDERM®. As an aesthetic practitioner, I thoroughly enjoy creating outstanding results for my patients with lasers, BOTOX® and dermal fillers. People generally come in to the clinic because they want to look their absolute best. This often result results in a big boost in confidence as well.

Medically-based skin care is a part of my practice that I could not live without. You simply **MUST** use active ingredients to get the results you want. What I've noticed with every single patient, male or female, is an astounding amount of money being spent on ineffective skin care. When I ask my clients why they purchase these skin care items, their overwhelming answer is "the marketing". I have written this book to dispel these myths; you need education and empowerment to make good decisions about your skin care and I hope I have provided it for you here.

Caring for your skin is not a new idea. In fact, many things we consider part of a good skin care regimen, such as exfoliation, was practiced already by the ancient Egyptians.

Nowadays, things are a lot more complicated. Say you just turned thirty, your biological clock has started ticking that much louder, and you decide to indulge yourself with a treatment that will keep your skin as smooth and wrinkle-free as it is (and maybe even make it more beautiful!). While that sounds pretty simple, it tends to get more difficult once you're in the shop and see the myriad of fancy, tiny, very expensive pots which all promise great and difficult-to-understand things.

It's hard enough to get your head around cleansers, toners, moisturizers, and exfoliates; now you're bombarded with words like 'dermo-clinical', 'alpha-ceramides', 'nano particles' and 'pentapeptides'. Clear as mud right?

The reason for all this is easily found when looking into the marketing practices of big cosmetic companies. The skin care industry is a huge business that grows every year. Cosmetics sales across the globe add up to approximately \$ USD 290 billion a year. With this much profit at stake, naturally companies are vying for every customer.

The most noticeable advertising trend in recent years, has been to make skin care products seem like a cross between medicine and cosmetics: heavily researched, 'breakthrough products' that will give you incredible results. The problem is, the promises often don't hold up.



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Many of these 'scientific' terms mean nothing. They're made-up words that sound complicated, and are meant to make you feel as though the company is smarter than you and has a highly scientific approach to their products. Ultimately, they are hoping that you don't know any better!

Earlier this year, Neutrogena was hit with a class action lawsuit for allegedly providing deceptive and false advertising, with their line of 'natural' products. The case against them states that the company advertises the products to be natural, but in fact, they contained artificial substances such as sodium benzoate.ⁱⁱ

Often ingredients are added, but don't work in the way the advertisements make you believe. Some companies use a technique called 'angel dusting', which basically means that the product will in fact contain a certain ingredient but the concentration is so small that it has no effect.

Sometimes, an ingredient is said to have an effect that has not been scientifically proven. For example, hyaluronic acid is helpful for arthritis pain and helps wound healing, but according to dermatologists has nothing to contribute to a face moisturizer. It can plump up the skin, but that is only true for cosmetic injections called dermal fillers. Some manufacturers include hyaluronic acid in their creams stating it will 'hold moisture' in the skin. Hyaluronic acid does bind strongly to water but the molecule is too large to penetrate the skin, and so it is a wasted ingredient in skin care.

What about the science you say!, I'm sure I've seen adverts that actually give numbers. "75% of women reported a 50% wrinkle reduction", or something like it. The problem is, these are not scientific studies. Scientific studies have complicated rules in order to make sure that they are really reliable.

If you check those ads very carefully, more often than not, you will find that the number of 'test subjects' was too low to be reliable (25 consumers, for example), or you will read something like 'consumer perception only'. This basically means that the women who tested these creams (a normal, untrained-in-cosmetics science person like you and me) made a guess. Imagine the bias when being told you're going to be testing all this new, scientifically developed product that will make your wrinkles disappear - of course you'll be looking in the mirror every day, just waiting to see results. That is why, in well designed scientific studies, you don't even know which product you're testing (a practice called 'blinding').

But that's not all. It's interesting to look at the UK because their cosmetic advertising is tightly regulated.ⁱⁱⁱ Companies that can't prove their claims may have their adverts banned. One thing I hopefully do not even have to tell you, is that the women in these ads aren't real. They're photo shopped and airbrushed until they barely even look like themselves. A very large French cosmetic manufacturer was banned from using a picture of a famous actress in one of their campaigns for a foundation, because it was proven that the picture was manipulated to such a degree that reaching such results with the product was deemed impossible.^{iv}

The same is true for anything that tells you 'it's as good as BOTOX®', It's simply not. As any pharmacist will be able to tell you, if any cream on the market had that kind of powerful ingredient, it would have to be distributed as a medicine, and not as a cosmetic.

vitamin A

the real miracle cream



By now you're probably wondering if there are any products out there that you can trust at all. Don't worry, because we're going to have a close look at the types of substances that are going to do your skin a world of good, and have the science to back it up!

What is Vitamin A?

What most people think of when they hear 'Vitamin A' are recollections of their mothers telling them to eat their carrots because they're good for the eyes! There is much more to Vitamin A than this however. It is crucially important substance for many processes in your body.

Vitamin A can be metabolized into several different substances. There are the Carotenes, which have many functions relating to your eyes and optical nerve. They are especially important for seeing in low light, colour vision and night vision. One of the first things people with a Vitamin A deficiency notice, is night blindness. As usual, your mother was right and you should eat those carrots!

The substances we're going to have a closer look here at the so called 'Retinoids', which are important for your skin.

When your body takes up Retinoids – from food, medications or creams – it transforms them into retinoic acid. Retinoic acid in turn, determines how the body reads the genetic code of the cells it works with to accomplish a number of things. In embryos, retinoid acid is responsible for brain development and multiple other parts of the body.^{vi} It has been shown that different body parts of an embryo contain different amounts of Vitamin A, and that different cell types react to it in different ways. Generally, retinoic acid 'tells' stem cells which cells they are supposed to grow into.ⁱⁱ

Vitamin A also has effects on your immune system, your blood cell supply, and the production of Human Growth Hormones.ⁱⁱⁱ

What does Vitamin A do for your skin?

Most importantly for us in this book, though, retinoic acid has a number of effects on your skin. It stimulates cell generation by sinking down into the dermis where it increases the number of blood vessels. This leads to a higher production of elastin, which means less wrinkles, sun spots, visible pores, age spots and stretch marks.

Faster cell generation also means that the cells in the topmost layer of your skin are exchanged more quickly. This gives your skin a healthy glow and a more youthful appearance.

Retinoic acid has been used by dermatologists to fight severe cases of acne for more than fifty years.^{ix}

"Fantastic," you might think, "I just saw this ad from a Big Cosmetic Company; they say they have Vitamin A in their face cream!"



While they might have Vitamin A as an ingredient, they probably do not have retinoic acid. This is very important. As I've explained above, retinoic acid is the form of Vitamin A that has all these great effects on your skin, other forms of Vitamin A aren't nearly as powerful. Many ads try to manipulate you into thinking that the cream contains retinoic acid, mostly because Vitamin A can be turned into it when it has entered the body - but those amounts are tiny and not effective. In fact, in most countries, retinoic acid (often named Tretinoin) is regulated and only available in clinics or with a prescription. Retinol is allowed to be sold over the counter. In case you find Retinol in over-the-counter products, remember that you need a concentration of around 0.9% for it to make a difference.

Given all this awesomeness, why doesn't the cosmetic industry just use retinoic acid or retinol? Because it works! (if you want to be sarcastic). To elaborate, substances that have powerful effects can also have side effects. You need to have an eye on some things I will tell you in a minute to avoid those side effects and this is not something the cosmetic industry wants. Instead of giving instructions on how to use potent products safely, they are afraid of the backlash in case anyone suffers side effects. As a consequence, they produce creams you can slab on your face without getting a reaction, which in turn leaves you with a lack of efficacy.ⁱⁱⁱ

How do I use it?

Your skin is far better off when using a cream with a good concentration of retinoic acid or retinol (and taking a few precautions):

- Retinoic acid can irritate your skin. This can result in flaky, red skin. This will be worse if you have very sensitive skin. It's a normal reaction and will disappear within one to two weeks.^x If you're uncomfortable with this, simply start by using your cream every second day for a few hours, then wipe it off. Gradually build up to leaving it on overnight every second night. Then move on to using it every night, when you are free of any redness or mild peeling.
- Be especially careful if you have dark skin, because your risk of experiencing these initial side effects is higher than for light skinned people.
- Retinoic acid is a great treatment for acne, but it's known for making things worse before they get better. You will probably suffer a breakout after you start your treatment, which will pass after some weeks and will result in much cleaner, healthier skin.
- A very common side effect is that retinoic acid makes your skin more vulnerable to sun damage. Do not use your cream in the morning; incorporate it into your evening routine instead. During the day, always wear a good sunscreen. Vitamin C is a great addition to protect your skin.
- Use a mild facial cleanser before you put on your cream. Many cleansers are acidic, which can make your skin even more sensitive to side effects. Using a gentle cleanser like Cetaphil can be beneficial, otherwise be sure to ask about cleansers when you purchase your products.

If you're thinking about falling pregnant, don't use any products with retinoic acid. Because it is so important in embryonic development, taking supplements carries a very high risk of developmental disorders in unborn children. This is a much greater danger with retinoic acid tablets than cream, but the risks still exist. Please discuss the use of these products with your doctor if you want to fall pregnant or if you're not using birth control.

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sun exposure is aging you right now



We have all heard the reports and seen the news; over-exposure to the sun can wreak havoc on your skin. Doctors have been telling us for years that we must protect our skin from the sun to prevent skin cancer and premature aging. I find it so surprising when a patient comes for a BOTOX® treatment but is not using a daily sunscreen. The wrinkles will get worse without good sun protection I can promise you that!

According to the Centers for Disease Control and Prevention – Division of Cancer Prevention and Control, protection from the ultra-violet rays emitted from the sun should occur all year round.^{xii} Let's look at the facts and see how the sun destroys your skin's structural support system, breaking it down and causing you to age prematurely, and find out how we can protect our skin from looking like an old catcher's mitt.

What does sun exposure do to the skin?

Without the proper protection, the sun can cause damage to your skin. The support structure is broken down by the sun and oxygen free radicals are formed within the layers. It is these free radicals that attack the skin's collagen layers, breaking down the integrity, causing wrinkles and unwanted lines. Pigmentation can also occur, which adds years to your appearance.

Prevention through protection is the key to keeping your skin looking youthful. You must minimise the free radical formation within your skin to keep it looking healthy and radiant. Only a good quality sunscreen and products containing vitamin C (which will be discussed later in the book) can help minimise free radical formation.

Without a good quality sunscreen as the first line of defense, significant changes in the skin will occur. It's inevitable. However, with proper protection, the changes can be prevented or even, counteracted.

Many of the common sunscreens sold in supermarkets or beauty counters do not cover both UVA and UVB rays. This is why zinc based sunscreens are necessary and important to the life of your skin.

Zinc-based sunscreens are considered good quality skin protectants. When selecting a sunscreen you should check to make certain it has broad spectrum coverage and contains concentrations of zinc and other protectants that are high enough to prevent skin damage. According to the American Academy of Dermatology a good quality sunscreen should protect against both UVA and UVB rays, provide broad-spectrum protection and contain a sun protection factor or SPF valued at 30 or greater.^{xiii}

Zinc based sunscreens – an overview

Now, we have made mention of the importance of zinc-based sunscreens, but how do they work you ask?

Zinc or mineral based sunscreens contain active ingredients that actually block the UVA and UVB radiation, rather than absorb harmful radiation like most chemical based sunscreens.



Without adequate evidence regarding the safety and long-term effects of the use of chemical based sunscreens, mineral based products are a welcomed product in the prevention of skin damage.

Mineral based sunscreens are considered to be safer than chemical based products because of the ingredients used. Sunscreens that include zinc oxide have properties that block harmful UV radiation the moment it is applied to the top layer of the skin. They do not irritate the skin, like some chemical sunscreens which are prone to cause problems on sensitive skin.

What changes occur when used?

Most changes within the skin are a direct result of sun exposure. Lifelong prevention is critical to prevent these changes from occurring prematurely. If the proper sunscreen is utilised faithfully, significant changes will become visible. These changes may include:

- Less pigmentation;
- Improved overall skin quality and integrity; and.
- Decreased wrinkles and lines in the years to come.

How to use it?

Sunscreen should be applied absolutely every morning without fail. Application should occur before you leave the house and become exposed to the outer elements, including sunlight. Sunscreen can be reapplied at lunchtime as needed.

It is important to cover all areas of the face in order to keep the skin protected. If there is a little cream left over, simply apply it to the backs of the hands for added protection.

Many women forget about the neck when applying facial cream. This is also true of sunscreen application. The neck should not be forgotten, in order to avoid the wrinkly chicken neck, which none of us want. The more skin you cover with sunscreen, the less likely you will note visible lines in the future. Remember, what you do now will affect your skin in years to come. As I say to my clients "I like seeing you, but I would prefer NOT to laser your sun damage off in 10 years if we can avoid it!"

Who can use it?

Sunscreens are safe for everyone to use. No matter what skin type you have, using sunscreen is not harmful, but considered to be helpful.

Are there side-effects?

While most skin products have been dermatology approved, should you experience any signs of irritation or redness, you should cease use immediately and consult your dermatologist or skincare specialist. this is true of any skin product you use.

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vitamin c – an orange a day keeps the pigment away



The benefits of vitamin C may be well known, but it comes to the skin, many women neglect its wide range of assistance. Vitamin C or 'ascorbic acid' does more than just boost one's immune system; it can protect against ultraviolet induced cellular damaged.^{xiv} The properties found in vitamin C when applied to the skin, can greatly reduce signs of aging. Just to be clear, you need to put the vitamin C on your skin, not eat more oranges.

Let's take a deeper look into the properties of vitamin C and explore the benefits of using vitamin C-based skin care products.

Vitamin C serum, cream or gel – an overview

Vitamin C serums, creams or gels are of no use unless the proper concentration is found in the product. Many women throw their money away on products that advertise the inclusion of vitamin C, only to find that the skin protectant really doesn't work. The reason being is the AMOUNT of vitamin C.

At least a 10% concentration of vitamin C should be listed as an active ingredient in your skin care product in order for it to be effective. Too little and you won't obtain the results you are looking for. It cannot be stressed enough, that the concentration should be checked before purchasing the product. The last thing you want to do is throw away money on a product that is not helpful in reversing the aging process.

There are a lot of skin care manufacturers that cash-in on the trends for antioxidants used in products but only add trace amounts of vitamin C to the product. As a result, the skin care cream is of no use. Neither price nor prestige should determine your purchase, only the proper concentration of vitamin C.

Now, we have made mention of the importance of zinc-based sunscreens, but how do they work you ask?

Zinc or mineral based sunscreens contain active ingredients that actually block the UVA and UVB radiation, rather than absorb harmful radiation like most chemical based sunscreens.

What does it do?

Vitamin C is a natural antioxidant that helps protect the skin from the attack of free radicals that lead to major changes in the skin.^{xv} Free radicals cause damage to the skin by breaking down collagen, promoting a loss of elasticity and uneven pigmentation. As discussed previously, the sun can be a huge factor in presenting free radical attacks on the skin that result in wrinkles, pigment issues and even serious skin conditions like cancer.

In an effort to fight the war against free radical damage, our body naturally utilises antioxidants. We can obtain these antioxidants through the consumption or absorption of vitamins and minerals.



Vitamin C is a powerful antioxidant that actually neutralises the free radicals in the skin which helps prevent against damage to the skin's structure and integrity. In order to fight against visible signs of aging, we require a supplement that contains antioxidants. This supplement is vitamin C.

What changes occur when used?

When applied correctly, you should begin to see visible changes in your skin. These changes may include:

- Reduction in redness;
- Fine wrinkle reduction due to the stimulation of collagen production;
- Anti-inflammation properties; and
- Prevention of further sun damage and pigmentation.

How to use it?

For the most effective results, vitamin C serum or gel should be used in the morning following your facial cleansing routine. The serum will work best if the skin is clean and free of dirt or toxins.

A small amount of cream should be applied and rubbed in all over the face and neck. Do not avoid applying the vitamin C serum to areas such as the forehead and neck, which are often left out. These areas are not free from exposure to free radicals and show significant signs of aging if not cared for properly.

I recommend that my patients apply a sunscreen after their Vitamin C serum. You can then apply mineral make up, such as Jane Iredale for great results.

Who can use it?

Most patients have no problems using a vitamin C based serum or skin care product. However, if you have highly sensitive skin, it may be wise to apply a small amount to a particular area and see if your skin reacts well to the product. Most patients do not experience any type of reaction that is harmful to their skin.

Are there side-effects?

While most skin types react well to vitamin C based products, on rare occasions redness and irritation may occur. A less potent serum may be required for those who cannot tolerate the antioxidant.

In rare cases, an allergic reaction may take place in which red bumps and irritation may occur. Since vitamin C is immediately absorbed into the skin, even when washed, it may require up to three days for the symptoms to resolve.^{xvi}

lightening serums and creams



We are all looking for that magic potion to turn the clock back on the aging process, especially when it comes to our skin. Who wants to be washed up and wrinkly by the time they turn 40?! Women today are starting to care for their skin earlier on in life, simply because they have seen the effects of the sun on older friends or family members.

While we can't always go back in time and reverse the damage, thankfully, with today's technology and skin care advancements we can repair the hurt and prevent further damage from being done. Let's take a look at some of the latest in skin care products.

Lightening serum – an overview

While the name may sound exotic, lightening serum gets down to the basics when it comes to skin repair. Lightening serums are also referred to as 'tyrosinase inhibitors'. Tyrosine is a nonessential amino acid that is made by the body and is a building block for a variety of important neurotransmitters. These neurotransmitters include epinephrine, serotonin and dopamine.

So, why or how does tyrosine relate to the skin care world? Tyrosine helps create melanin, which is the pigment responsible for skin color. Pigment is absolutely vital in skin protection against UV radiation.

When discussing tyrosinase, we must be informed that it is an enzyme that is responsible for the production of melanin and other pigments from tyrosine oxidation. This refers to skin hyperpigmentation. When exposed to air, the pigment colour changes. Think about a peeling banana. It is the peeling that when intact presents a green or yellow coloring, but when exposed to air or oxidation, results in a brown color.

Tyrosine is directly related to skin pigmentation, but tyrosinase is related to hyperpigmentation. Unfortunately, hyperpigmentation can affect every skin type on women of every race or ethnicity.

A tyrosinase inhibitor can be used to counteract the overproduction of enzymes and help to stop your skin from hyper-pigmenting. This is where a lightening serum comes in and helps to rejuvenate your skin.

Difference between hydroquinone-based lightening creams and other types

The main difference between hydroquinone-based lightening creams and other varieties is the composition and the speed in which results are yielded. When it comes to skin lightening, get rich-quick schemes should be avoided at all costs. Just because a product works fast does not mean it is good for your skin.

Hydroquinone-based lightening skin care products have been linked to some major problems and as a result are not approved in some countries. In fact, hydroquinone products have been completely banned in areas throughout Europe.^{xvii} While they may be effective, they are not always safe. The main reason being that hydroquinone is cytotoxic and can cause cellular death because the nucleus of the cell becomes mutated. But, without getting into all of the scientific jargon, it is better to simply play it safe and use serums or creams that are helpful and not harmful.



tip 5

What does it do?

Lightening serums are designed to lighten the skin and remove aging spots and areas of pigmentation. Over time, the skin becomes brightened, enhancing your natural undertones and leaving you with a bright and clear complexion.

Women who have experienced a lot of sun exposure or rays from the tanning salon may develop skin discoloration, age spots and other pigmentation issues. Studies have shown that pregnancy can even lead to the development of hormone conditions that contribute to excess pigmentation in spots on the face and hands. These areas can be lightened and the overall skin brightened by the use of a skin lightening agent.

How to use it?

First of all, it is important to remember that skin lightening is a process and not a one-time event that presents drastic results. Time and patience are required. The skin must be washed so that it is clean before use. Some women prefer to use the lightening serum in the morning, while others prefer use at night. There is no required means of treatments, whatever works for you is fine.

Who can use it?

Since pigmentation issues may arise in every skin type and affect women of every race, anyone can use lightening serums or creams.

Are there side-effects?

While chemical skin lightening products may result in toxicity and other side effects, there are few, to no side effects of mineral-based lightening creams and serums. The products are natural and contain no irritations. However, on rare occasions do women experience signs of redness due to irritation and allergic reaction to the serum. As always discontinue use in the case of prolonged irritation and seek medical advice for ongoing symptoms.

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KNOWLEDGE IS POWER. I hope I have ensured you make great decisions regarding your skin care. Thank you for investing time in your aesthetic knowledge.

Mike Clague – Aesthetic Nurse and Science Graduate

Mike has published ebooks on skin care on itunes and Amazon. The links are available on www.meclinic.com

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