

## Invest In Your Skin

### Why Choose Quality Skin Care Products?

Greg Hagin

Over-the-counter (OTC) skin care products are generally less expensive and sometimes more convenient to purchase than professional products available from your esthetician. But it's important to be a savvy consumer in this choice. After all, paying a cheaper price for something that doesn't produce the results you want--and then doing it again and again in an attempt to find a cheap product that does work--ultimately does not save you money or time. Cheaper products are generally of lesser value and not as effective as their professional counterparts. An investment in quality skin care products, combined with customized services, can help you achieve your skin care goals and the complexion you desire.

giving your esthetician the background and context of life in your skin, literally, the two of you will together create a foundation for moving forward with treatments.

### Rely on Expertise

Because labeling in the United States is subject only to Food and Drug Administration regulation, labels can be misleading, as well as hard to interpret. Your skin care professional knows how to read a label and can explain the benefits, drawbacks, and purpose of the ingredients listed on the label. Because of her/his training and expertise, your esthetician is vastly more knowledgeable than a clerk selling cosmetics in a retail

*Healthy skin is  
only a touch  
away.*

-Lori Murtagh



Professional skin care products are of higher quality and value than over-the-counter cosmetics.

### Establish a History

When receiving a service from your esthetician, be sure to explain the details of your skin history. Your esthetician will be better able to provide you with the proper products and services if she knows the following: What are your skin care goals? What percentage of time do you spend indoors versus outdoors? What is your diet like? Water intake? By

store. Consequently, you can trust that the information you're receiving is valid, that your esthetician can recognize effective ingredients versus fillers, and that the professional products you are considering have been well developed and researched.

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### Office Hours and Contact

Lori Murtagh, LE  
Licensed Esthetician-Oncology Trained  
412-741-9600  
lorimurt.healthyskin@gmail.com  
lorimurtagh.skincaretherapy.net  
www.facebook.com/salonbernabo

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## Customized Service

Contrary to what OTC brands would lead consumers to believe, our skin and bodies are unique. OTC products rely on the trial-and-error, one-size-fits-all approach. On the other hand, your esthetician is in the business of providing personalized skin care solutions. The use of professional diagnostic tools like skin scanners, woods lamps, and imaging devices can help specifically identify your skin type, aiding in the development of a plan to achieve your desired result. It is a huge advantage to work directly with your esthetician to assess the situation, document it, develop a treatment plan, and track effectiveness. Complementing professional products with specified services will produce the ultimate result.

## Convenience?

It may be convenient to buy skin care products at the drugstore, where one also can pick up other personal care goods and some motor oil. Heck, while you're at it, you can also buy a case of soda and some dog food. But buying decisions shouldn't always be based on convenience. Just because there is a garage nearby, doesn't mean you automatically take our car there. You want to be sure you trust the mechanic and that he is experienced with the kind of car you drive. Another example: if you have a special occasion, you might prefer to choose from the wine selection at a specialty store instead of a drugstore. And many people drive long distances to get their hair done by someone they trust and with whom they have built a relationship.

This heightened interest in finding just the right professional applies to skin care as well. And when you're talking about something as important as your face, professional expertise far outweighs convenience. Your esthetician will help you establish a proper skin care regimen and continually assess the changing needs of your complexion, ensuring you're getting the right products and services at the right time.

## Price and Value

Mass-market strategists spend millions on advertising under the assumption they will make it back on sales volume. To maximize profits, producers cut back on production costs, often resulting in

cheaper, less effective ingredients and no cutting-edge research and development. You may be paying for the label and not what's inside the bottle.

Furthermore, while professional skin care products do carry a higher price than OTC products, professional lines are more valuable. Here's why: The brand lines your esthetician has available are often more concentrated than OTC products; although they may seem more expensive, in the long run, the price difference between the two is not as great as it appears. Professional skin care products are more exclusive because in almost every case, they are better: they have been well researched, they contain higher quality ingredients, and they are ultimately more effective. Choosing professional products will help you achieve your skin care goals more quickly and effectively.

## The Bottom Line

The return on your investment in professional skin care products is much greater than with OTC lines. Generally, professional products are more effective, are made of higher quality ingredients, and have been well

developed and researched.

In addition, because your esthetician knows you, and because she/he has expertise in product ingredients--and your skin specifically--you can be confident that you're getting a customized treatment plan designed to achieve your skin care goals.

Investing in quality skin care cosmetics will quickly pay off, helping you achieve the complexion you desire. Professional products and services are worth it, because you're worth it.



Work with your esthetician to choose the skin care regimen tailored specifically for you.

# Magical Mango

Shelly Burns

Treating yourself to a mango is a perfect way to add some sunshine to your routine.

A mango is more than just a sweet, delicious fruit. It has properties beneficial to skin, including water-soluble vitamins like B2, B3, B6, folic acid (B9), and C. Mango is also a good source of beta-carotene and vitamin A.

Vitamin B complex delays skin's aging process. B vitamins provide a healthy glow, increased tone, and hydrated cells. The anti-inflammatory properties in B3 help skin retain moisture, alleviating dryness and irritation.

Vitamin C protects against the DNA damage that leads to skin cancer. This powerful antioxidant reduces the wrinkling effects of free radical damage, and combats other signs of aging by strengthening collagen and elastin.

Beta-carotene gives mango its wonderful orange color and has an important role

in protecting our skin's DNA. Dry, flaky skin can be remedied with the vitamin A derived from beta-carotene, which is important for repairing and maintaining healthy skin. Vitamin A has also been shown to help reduce and clear acne breakouts.

Other beneficial nutrients include magnesium, phosphorus, silica, sulfur, and vitamin E, which play a role in strengthening the connective tissue in our body, including skin, bone, hair, nails, and muscle.

Mango is not just beneficial to skin. Its nutrients reduce high blood pressure, the risk of stroke, and the chance of contracting heart disease. Mango also contains approximately 20 percent of the recommended dietary intake of fiber and enzymes, which promote healthy digestion.

Mango is especially helpful for long, dry winters, but you can enjoy it at any time of year. It will help maintain smooth skin and a healthy glow.



Mango offers a variety of health benefits

## Probiotics for Skin Health Trust Your Gut on This One!

Shelley Burns, N.D.

Digestive health plays an important role in how skin appears on the surface. When digestion is not working optimally, it allows toxins to be reabsorbed in the body instead of being eliminated. The body then mounts a state of emergency as it's overwhelmed by toxins, some of them bad bacteria. These manifest directly on the surface for all the world to see, in the form of wrinkles, blotchiness, skin rashes, and acne.

This is where probiotics come into play. Probiotics contain potentially beneficial bacteria found in the digestive tract--what some call good gut bacteria. They help strengthen the digestive system but they also play an important role in skin health. Probiotics consist of *Lactobacillus acidophilus*, *Lactobacillus bulgaricus*, and *Bifidobacterium bifidum*. They have anti-inflammatory, anti-pathogenic, and antiallergenic properties and can be used prophylactically and therapeutically.

There have been many studies showing

benefits of probiotics to skin health. For example, there's a correlation between an imbalance of good and bad bacteria and the onset of acne. When bringing natural bacteria back into balance with a probiotic intervention, acne improves, in some studies, as much as 50 percent of the time.

There is no recommended daily intake for probiotics, but good food sources include buttermilk, kefir, miso, tempeh, yogurt, and other fermented foods. Supplements are generally higher in potency and are used for therapeutic purposes in treating irritable bowel syndrome, Crohn's disease, colitis, and many other conditions.

While probiotics are essential for healthy skin and digestive health, there are many other appealing benefits to encourage their use, such as strengthening the immune system, replacing good bacteria after a course of antibiotics, and contributing to general health and well-being.

One note: Some probiotic supplements come from dairy sources and may not be suitable for individuals with dairy allergies or sensitivities.

*Throughout history 'tender loving care' has uniformly been recognized as a valuable element in healing.*

-Larry Dossey

#### A SPECIAL NOTE FROM LORI

As the article mentions, Mango is a magical fruit to eat. Even more magical is the Osmosis Tropical Mango Mask that provides amazing results for your skin. Investing in your skin is well worth the time and money as you wear it every day. It represents a part of you and tells its own story. Come in for a professional facial and allow me to share my expertise to customize your experience and provide you with ingredients that are most beneficial for your specific skin needs.

The Osmosis Tropical Mango Mask not only has a terrific aroma, but also a beautiful blend of nourishing nut and fruit butters and oils which hydrate and restores the skin's lipid barrier. With ingredients rich in vitamins, minerals and anti-inflammatory properties your skin will be soothed and replenished!

When we invest in good products for our skin, the testimony is in the mirror. Let me help you achieve your best skin health . . . and while I am at it. . . allow me to nourish your soul with some relaxation techniques. Life can be so hectic! You deserve time to de-stress and revitalize!

## Salon Bernabo

2612 Nicholson Road  
Sewickley, PA 15143

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MEMBER

