

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

*"Feeling
gratitude and
not expressing
it is like
wrapping a
present and not
giving it."*

- W. A. Ward

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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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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

Try This Breathing Exercise

Anne Williams

Do you ever find yourself unconsciously holding your breath when you're tense? This can cause tension to build in your body and may let the chest collapse, leading to misalignment.

Proper breathing provides oxygen to the muscles and body, helps you stay relaxed and centered, and even helps you maintain correct body alignment throughout your day.

You can also use breathwork as part of a stress-reduction program by following this progressive relaxation exercise.

1. Begin by lying in a comfortable position without crossing your arms or legs, and focus on your breathing to create a slow, deep pattern. Inhale through your nose while counting to 10 and expanding your abdomen. Hold the breath for one second, and exhale through your nose on the count of 10. Inhale and exhale in this pattern five times.

2. Beginning with your head, tense your facial muscles as tightly as possible and count to five. Release the muscles

completely, and sense the muscles feeling heavy and still. Work down your entire body, tensing muscle groups and then relaxing them. After the head, move to the neck, chest, arms and hands, abdomen, back, thighs and gluteals, lower legs, and feet.

3. After relaxing each set of muscles, mentally scan your body for any areas of remaining tension and ask those areas to relax completely.

4. Repeat the slow breathing exercise.

5. Gently begin to move your body to come out of the deeply relaxed state.

Try using progressive relaxation directly before or after your sessions, directly before bed, or at any time during the day as a pick-me-up. Focus on taking full, deep, even, rhythmic breaths. With a little practice, you can become more aware of your own breathing patterns and use breathwork effectively as you move throughout your day.

*"Acknowledging
the good that
you already have
in your life is the
foundation for
all abundance."*

-Eckhart Tolle

Happy New Year! Thank you for a spectacular 2017. I look forward to growing, changing and learning with you in 2018.

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MEMBER

