

Home Care for Your Skin

An Excellent Investment

In today's rapidly growing beauty world, an estimated 40,000-plus cosmetic and skin care products in the United States are competing for your attention and dollars. You can buy most of these from your local department store, drugstore, or on the Internet. The choices are truly overwhelming. Here's the good news: You don't have to sort out all of this information to find the best products for your skin. Your skin care professional can offer you customized suggestions of home care products that are superior to over-the-counter products and that are designed for the unique and evolving needs of your skin, health, and lifestyle.

Every dollar you invest in skin care

license. (Connecticut does not license skin care professionals.) Nearly three-quarters of estheticians in the United States have received 600 or more hours of training.

Analysis is Key

A major advantage to getting professional advice is that your visit includes a thorough skin analysis before treatment. As well as closely studying your skin, often using special analytic equipment, your esthetician will take a detailed health history from you, asking about skin conditions you have or had, any medications you are taking, and allergies you have. All of this is factored into your treatment. None of this is



An esthetician will work with you to determine which products best suit your individual needs.

treatments with your esthetician works harder for you when you support it with the highly specialized professional products he or she offers. Your esthetician is a skilled professional with significant knowledge that helps determine what's best for your skin. Forty-nine of 50 states require hundreds of hours of training and passage of an exam to gain an esthetics

available when you buy something from a clerk in a retail setting who may be unskilled and disinterested, or when you order from a completely impersonal website. When it comes to your skin, one size truly does not fit all.

Because professional products are

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Office Hours and Contact

SCSC at The Ginkgo Tree

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By appointment only

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available to you from a licensed esthetician, the law allows higher concentrations of active ingredients in these products. This means you are getting more effective formulations that will likely result in better and faster results. This makes your investment in products and your home care regimen all the more valuable.

The proper home care regimen enhances and maintains the results from your treatments and prepares your skin for further care. It will greatly increase the effectiveness of certain procedures only a professional can provide, such as chemical exfoliation and microdermabrasion. With an esthetician's care, you have the opportunity to ask questions and express any concerns you might have about your skin. Your routine and products could very well change over time, and only expert care can determine this. (Common causes for reevaluation include the change of seasons or a move to a different climate; changes in your health; and hormonal changes.)

The Labeling Game

If you look at labels on over-the-counter skin care products, you'll soon realize that it is impossible to understand ingredients without special knowledge. While many products are subject to U.S. Food and Drug Administration (FDA) regulation, the main purpose of this regulation is to ensure minimal safety standards, not to validate product claims or promises. While they may have ingredients that are generally useful for various skin problems, it's unlikely they'll have active ingredients that are concentrated enough to make these products effective. It truly is buyer beware when it comes to sorting through product claims and promises. There is little to no accountability for these manufacturers.

To capture your business, manufacturers spend vast sums of money on marketing and advertising to distinguish each given product from the other 39,999 offerings vying for your purchasing loyalty. They are counting on huge numbers of "tryers and buyers" to offset their marketing investment, rather than directly targeting just those consumers who might be a good fit for their products. The cost of this advertising and marketing is built into

the cost of the products and, as one observer points out, the packaging may actually cost more to produce than the product itself. Why rely on the trial-and-error, one-size-fits-all approach? Just as you wouldn't wear someone else's eyeglasses, you shouldn't use someone else's skin care regimen.

On the other hand, your skin care professional is interested in a long-term relationship with you that is based in trust and that depends on your continued satisfaction over time. He or she invested substantially in esthetician training and most likely entered the field with a career in mind rather than just a job.

Think Value

While professional skin care products and services may seem more expensive at first, they offer a better value for a few reasons. You will likely need less

product per application since the active ingredients are more concentrated. You will achieve better results and gain more from your esthetician visits if you maintain the correct home care regimen. And, you'll have the confidence in knowing your products have been chosen specifically for your skin, health, and lifestyle by someone with skill and knowledge.

Your skin care treatments should be provided by a properly trained professional. Don't hesitate to ask your skin care therapist about his or her background, training, and experience--especially as it relates to the treatment you are considering. As a member of Associated Skin Care Professionals (ASCP), your skin care professional has comprehensive details on changing trends and treatments at his or her fingertips, so you'll be receiving the most current information and care.



Investing in professional grade products will help you better achieve your skin care goals.

Cultivating a Gardening Habit

Discover the Health Benefits of Yard Work

Feeling the need to exercise, clean up your diet, meditate? Want to be more creative, get out and meet people, enjoy the outdoors, and slow down? There's one activity in which you can accomplish all of these objectives: gardening.

ENCOURAGING EXERCISE

Studies show that vigorous digging burns 500 calories an hour, weeding burns 210 calories, and mowing the lawn burns 400 calories. As a moderate exercise, gardening has been found to decrease the risk of heart disease and diabetes, and a study at the University of Arkansas found that gardening was almost as effective as weight lifting in reducing the risk for osteoporosis in women. So instead of taking that indoor aerobics class this summer, try mowing the lawn or planting an herb garden.

As with any exercise regimen, the key is to start at a comfortable pace and gradually work your way up to longer, more difficult activities. Your heart rate should be about the same as when you take a brisk walk.

IMPROVING YOUR DIET

Gardening will also likely help you eat better. Research shows that people who grow gardens eat more vegetables and fruits than those who don't. Growing fresh herbs, even in a container on the deck or balcony, is another great way to add flavor and freshness to home-cooked meals and an incentive to try new recipes.

BOOSTING YOUR SOCIAL LIFE

Gardening can also be quite social. Whether at a garden club, a community garden, or an online forum, people love to share ideas, solve common problems, and connect through mutual interests.

EASING STRESS

And finally, gardening is a great way to manage stress. Spending time outside and tuning in to the rhythms of nature, we're reminded to be patient, slow down, and breathe the fresh air. Whether growing flowers, vegetables, or herbs, a garden reminds us of our connection to life and the abundance that nature so freely gives.



Gardening burns calories and improves diet.

Here Comes the Sun

Updated UV Index Shines Light on Rays

A crucial warning system has been recently updated for your skin's protection. In compliance with the World Health Organization, the Environmental Protection Agency and the National Weather Service revamped the UV Index, a system created to alert people about the level of harmful ultraviolet (UV) light rays from the sun. Overexposure to UV rays can cause wrinkles and premature aging, skin cancer, cataracts, and immune system suppression.

Many factors influence the strength of UV rays: UV light is stronger in the summer, at higher altitudes, and in areas closer to the equator. It's also stronger at midday, from 10 a.m. to 4 p.m., when the sun is directly overhead.

The new UV index ranges from 0-11 with guidelines as follows:

0-2: **LOW.**

Minimal exposure for the average person, but watch for reflected UV from snow and water.

3-5: **MODERATE.**

Stay in the shade during midday. Cover-up outside.

6-7: **HIGH.**

Wear a hat, sunglasses, and a sunscreen with a minimum sun protection factor (SPF) of 15. Avoid midday sun.

8-10: **VERY HIGH.**

Take extra precautions, and avoid midday sun. Wear protective clothing.

11: **EXTREME.**

Take all precautions, seek shade, and avoid midday sun. If possible, stay indoors.

As part of its daily forecast, the National Weather Service publishes the UV index for each area of the country. Go to www.epa.gov/sunwise/uvindex.html and enter your zip code to find your UV index for the day. The Weather Channel, as well as most local TV stations, include the UV index in their weather forecast. It can also be found at www.weather.com.

For a detailed description of the UV index, or for more information on sun protection, visit www.epa.gov/sunwise.

SCSC at The Ginkgo Tree

Sherri Clark Skin Care

Escape to a peaceful oasis in the heart of the Arts and Design district of Carmel.

Treat yourself, a friend, or that special someone to some total relaxation.

Please check the menu of services or call to customize your experience.

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MEMBER

