



JUNE IS MEN'S HEALTH MONTH

MEN AND THE GROWING TREND TOWARD COSMETIC PROCEDURES

FEATURE ARTICLE

Mother's Day is behind us and Father's Day is approaching, so now is probably a good time to highlight trends in men's approach to their looks. According to the American Society for Aesthetic Plastic Surgery, men accounted for nearly 10% of the total cosmetic procedures in 2013. This was a 273% increase from 1997! In a study from 2015 to 2017, the percentage of men greater than or equal to 21 years old reporting the use of a daily skincare regimen approached 90%. More than half had either experience or expressed interest in neurotoxins such as Botox.



The main motivating reason was the pursuit of a youthful appearance. Studies show that men are more loyal to their cosmetic provider than women, and often have higher satisfaction scores.

The trend is clear, men are more and more open to the idea of cosmetic procedures for the same reasons women are...

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PRODUCT OF THE MONTH

SPECIALS

EPIDERMAL REPAIR

Epidermal Repair is specifically formulated for skin compromised by cosmetic procedures ranging from microdermabrasion to laser resurfacing, as well as skin sensitized by retinoid therapy or harsh environmental aggressors.



SPECIAL OFFER

15% OFF for the month of June

SERVICE OF THE MONTH



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FREE HALO TREATMENT

PURCHASE A FULL FACE HALO TREATMENT AND RECEIVE THE NECK TREATMENT FREE!

\$1100 VALUE

VI PEEL \$399

IMPROVE SKIN CLARITY, TONE AND TEXTURE. CLEAR ACNE AND ELIMINATE AGE SPOTS AND MELASMA!



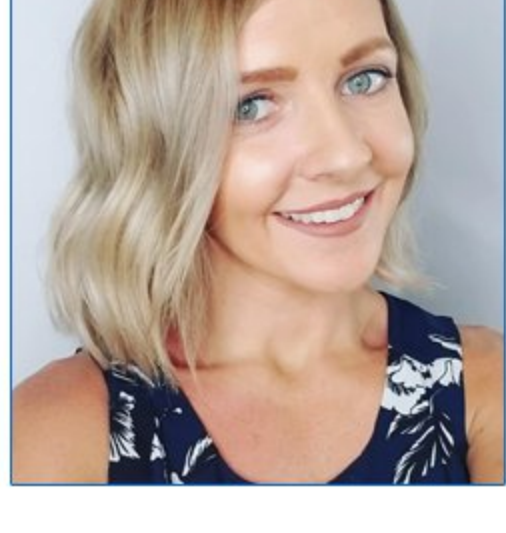
**RESTRICTIONS MAY APPLY. CANNOT BE COMBINED WITH ANY OTHER OFFER. CONSULTATION IS REQUIRED.*

SKIN WELLNESS PHYSICIANS

SPOTLIGHT

DISCOVER KAITLYN

Kaitlyn is our Cosmetic Coordinator with 10 years' experience in the cosmetic and skin care industry. She's a wealth of knowledge on products and procedures and is passionate about helping educate patients on both! She is also very creative and helps us to stay connected to our patients via social media, email marketing and coordinating events. In her spare time, she enjoys traveling, chasing around her young son and running her modern calligraphy business.

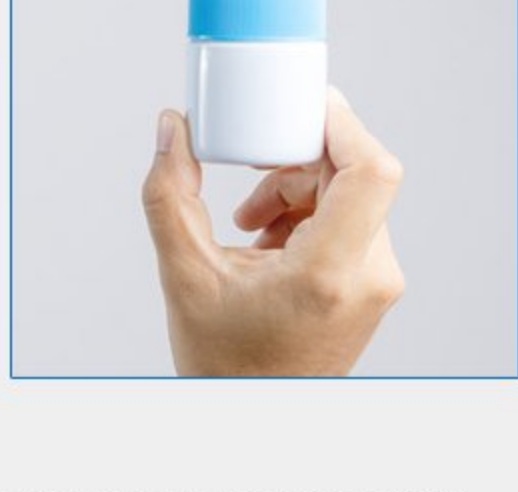


DEFLATING NEOSPORIN

INSIDER INFO

BY DR. DANIEL WASSERMAN, MD

What do you reach for to treat an open cut or a wound? Thanks to Johnson & Johnson's successful marketing, many people say Neosporin. While I do want you to use a product to keep the wound moist, you need to know why it shouldn't be Neosporin.



Neosporin was created in the 1950's, however, was not approved for use by the FDA until 1971. It is an over-the-counter topical antibiotic containing neomycin sulfate, polymyxin B, and bacitracin.

So why do dermatologists despise this product? It's the Neomycin! Neomycin frequently causes allergic reactions of the skin called contact dermatitis. It can cause the skin to become red, scaly, and itchy. The more Neosporin you use, the worse the skin reaction gets. Neomycin is such a common allergen that it was named Allergen of the Year in 2010. The goal of this award is to bring awareness to commonly used products that are under-recognized as common allergens. Polymyxin B and bacitracin can also cause contact dermatitis as well.

It's also important to understand that Neosporin does not speed up wound healing compared to petrolatum. In 1996, the Journal of the American Medical Association published a study comparing antibiotic ointment with plain petrolatum jelly. There was no statistically significant difference in the rate of infection between the groups. The only differences seen between the two groups was that a small number of patients in the antibiotic group developed allergic reactions, meanwhile, no allergic reactions were reported in the petrolatum group.

In reality, the most important component of antibiotic ointments is the petrolatum. Therefore, please skip the over-the-counter antibiotics. Instead, just use the petrolatum ointment.

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