

An Insider's Guide to Healthy Skin

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Skincare including cleansers, moisturizers, cosmeceuticals and cosmetics is a multibillion dollar industry. To help consumers navigate the maze of services, products and promises, board-certified dermatologist **Dr. Paul Friedman** has co-authored a book, *Beautiful Skin Revealed*, coming out this September. It explains why conditions occur with before and after photos of common skin conditions and treatments.

“Good skin requires maintenance,” Dr. Friedman says. “With the help of a daily sunblock, a good moisturizer, and a topical retinoid, healthy skin has an even surface that glows. Cosmeceuticals and cosmetics can enhance the foundation achieved with a solid skincare regimen and dermatologic procedures.

Don’t forget to review skincare regimens with clients when they receive facials or makeup applications. In our busy lives it’s easy to forget or skip steps, but so important that we don’t. When you suggest a retail product during service, have it available to place in their hands. This increases the chances they’ll take one home.