

A Beautiful You

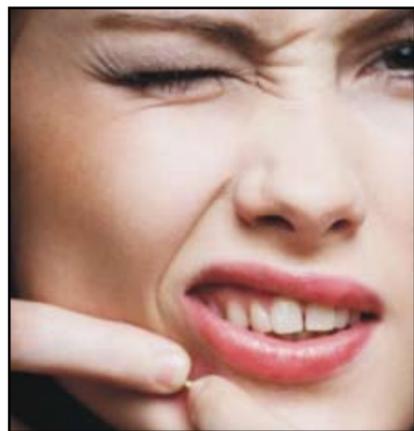
SS undertakes some serious problem-solving to find the perfect remedies for the most common skin problems...

Words: Sanhita Sinha Chowdhury

Salons today stand to lose a chunk of their clientele and some extremely rewarding business to dermatologists if they don't upgrade their beauty sections. **SS** spoke to the experts to identify the most common Indian skin problems and their cures. Make sure you are well equipped to tackle them all.

ACNE

They devour fashion magazines page by page and romp around sporting the cuts and colours of the season. But a tiny little bump on the face is enough to put these damsels in distress and send them running to your salons. Caused primarily by hormonal changes associated with puberty, pimples, blackheads, whiteheads are a problem both males and females as they make their entry into the teens, and lasts right till their mid-twenties and sometimes beyond that.



“Caused by overactive sebaceous glands, oily skin results in enlarged pores that become clogged, resulting in whiteheads, blackheads and cystic acne under the skin. If not regularly exfoliated, these pores can become inflated, leading to irritation and blotches.”

- Valerie Culmann, Spa Supervisor Jean-Claude Biguine Salon & Spa, Mumbai

Dr. Apratim Goel, Cosmetic Dermatologist and owner of **Goel's Cutis Skin Studio**, Mumbai, suggests a mild lactic acid or salicylic acid peel (below 15%) once a month followed by a rigorous regime of cleansing, toning and moisturizing. She impressed upon the benefits of sunscreen and



says that clients should be advised to use water based or non-comedogenic makeup. **Dr. Blossom Kochhar**, cosmetician and owner of **AromaMagic** proposes the use of the Calamine Face Pack and Face Gel, followed by the Anti-acne Serum and Fairy Oil.

PIGMENTATION

Health and beauty conscious, they eat right and are meticulous about their cleansing regime. But let's face it; even the best care for your skin, at times, is insufficient. Skin often loses the battle against dirt, chemicals, arid climate, smoking, pollution, ultraviolet radiation and hormones, and appears blotchy and uneven.

Avni Amlani, Education Director for **Dermalogica** India lists the numerous causes of skin pigmentation:

- **Sun exposure:** When skin is repeatedly exposed to UV light brown spots appear as a result of too much melanin being produced to help protect the skin.
- **Hormones:** Melasma is hormone-related hyper pigmentation caused by increased hormone stimulation. It is commonly experienced by women who are pregnant or take contraceptives.
- **Post-Inflammatory Hyper**



Pigmentation: This is the darkening of skin as a result of acne scarring or skin injury.

• **Artificial fragrances:** Skin becomes photosensitive with application of perfumed products such as deodorant, antiperspirant, perfumes, aftershave etc.

• **Medications:** Prolonged usage of certain medications can also lead to pigmentation.



Svastii Spa, Mumbai, uses the magic of the diamond tipped wand to replenish the upper layer of the skin with nutrients.

Diamond microdermabrasion mechanically exfoliates and peels away dead skin, reducing pigmentation.

Manjul Gupta, owner of **Bodycraft Spa and Salon**, Bangalore, advises Dermalogica's ChromaWhite treatment and glycolic treatments for depigmentation. However it is important to keep in mind that there is no quick fix to hyper pigmentation. Hence all professional treatments have to be paired with home regimes to get lasting results.



to use light serums in the 20's and by the 30's they should invest in richer creams(both day and night) to deal with wrinkles, sagging skin and open pores.

“New scientific research has uncovered ingredients that work on a biochemical level to control skin aging and minimize existing signs. Some of these ingredients include Antioxidant Vitamins C and E, Glucosamine, Peptides, Lactic Acid, Retinyl Palmitate. Use of technology such as ultrasound, galvanic, micro-current etc. can help enhance the results of any product and encourages firmness.” -Avni Amlani

MATURE SKIN

If film stars can look enviable at 40, why not your clients? Help your clients fight wrinkles and fine lines and magically turn back the hands of time. Skin ages chronologically and because of external factors such as environment, sun exposure, and lifestyle. Though it cannot be reversed completely, skin ageing can be controlled. Blossom believes that protective measure should be taken from the mid 20's. Advise your clients

DULL, LIFELESS SKIN

Makeup isn't always the steadfast companion it promises to be and the foundation stands no chance against the humidity in India. Here are a few tips to help give your client long lasting, glowing skin. **Dr. Rashmi Shetty**, Cosmetic Physician practising in Mumbai, attributes dullness of skin primarily to lack of proper nutrition and accumulation of dead skin cells on its surface.



“Good bleach, a mild peel, a gentle exfoliating scrub and a stimulating facial massage work wonders on dull lifeless skin. Clients should be advised to increase their intake of vitamin C and watch their sleep pattern.” - Dr. Rashmi Shetty

Experts from the French house of beauty, Jean-Claude Biguine Salon & Spa, Mumbai highly recommend a Sea Pearls Facial treatment especially for dry and dehydrated skin. The products used in the treatment are sea based minerals and allow the skin to breathe fresh air without worrying about any chemical reaction.



Cash in on these tips to open up your doors to radiance and the business of beauty.