



March 2013



**Jason B. Lichten,
M.D., FACS**



10 MYTHS ABOUT SKIN CARE PRODUCTS

I hope you're giving your complexion lots of TLC before and after your treatments here at our office. A key element in that care is using excellent topical lotions. To steer you in the right direction, here are 10 myths about skin care products and the truths behind the myths.

Myth 1 - Buying online is a better value.

If you're going to buy online make sure you buy 1) from a certified or trusted vendor, 2) from a vendor who can guarantee ideal storage conditions.



Unscrupulous online merchants are selling expired product and trial sizes they advertise as full size. In addition, many store their products

Spring Perk-Me-Up!

With 2 areas of
Botox® OR
1 syringe of
Juvéderm®

You'll receive a
free SkinMedica®
Vitamin C&E Complex.

That's a **\$95 value.**

Exclusive for Our VIP Patients:

With one area of
Botox® you'll get a
free SkinMedica®
Vitamin C&E Complex.

Quick Links

[Home](#)

[Meet Dr. Lichten](#)

[Cosmetic Surgery](#)

[Breast Augmentation](#)
[Breast Lift](#)
[Breast Reduction](#)
[Male Breast Reduction](#)
[Liposuction](#)
[Abdominoplasty](#)
[Mommy Makeover](#)
[Facelift, Neck Lift
and Brow lift](#)
[Eyelid Surgery](#)
[Rhinoplasty](#)

[Medical Spa Services](#)

[BOTOX® Cosmetic](#)
[Injectable Fillers](#)
[Laser Therapies](#)
[Resurfacing Options](#)
[Skincare Products](#)
[Fraxel re:pair®](#)

incorrectly. When delicate formulations are exposed to extreme heat or cold their active ingredients degrade over time, making the products essentially worthless.

Myth 2 - Natural and organic products are always better.

Synthetic compounds can actually be identical to those found in nature and be more effective. Plus, many times active natural ingredients must be synthesized to be bioavailable.

Natural vs. laboratory-processed should not lead to an up or down decision about whether a product is good or bad. Not all chemicals are bad, and not all natural or organic ingredients are good.

In addition, the term "natural" isn't regulated. Thus it can be manipulated to mean whatever the manufacturer chooses it to mean—so "natural" products may not be all they're promised to be.



Myth 3 - Makeup or moisturizer with sunscreen is adequate daily protection from the sun.

Don't make this disastrous assumption! The SPF number on sunscreens only measures the UVB (sunburn) rays. It does not measure whether it is blocking UVA rays, which are the rays that cause premature aging and may lead to cancer.



The sunscreens added to many department store makeup and moisturizers aren't labeled "Broad Spectrum," therefore they don't

Photo Gallery

Body Contouring

[Arm Lift](#)
[Body Lift \(Belt Lift\)](#)
[Liposuction](#)
[Mommy Makeover](#)
[Thigh Lift](#)
[Tummy Tuck](#)

Breast Surgery

[Breast Augmentation](#)
[Breast Augmentation Revision](#)
[Breast Lift](#)
[Breast Reduction](#)

Facial Surgery

[Eyelid Surgery \(Blepharoplasty\)](#)
[Face Lift & Neck Lift](#)
[Otoplasty \(Ear Shaping\)](#)
[Rhinoplasty \(Nose Job or Nose Reshaping\)](#)

Minimally Invasive

[Fraxel re:pair®](#)
[Facial Resurfacing](#)
[Injectable Fillers](#)
[Tattoo Removal](#)

contain UVA blocks and will not protect you from your worst enemy—UVA rays. To get full protection, you must use a Broad Spectrum sunscreen after applying your moisturizer and make-up. Be sure to apply it at least 20 minutes before exposing your skin to the sun.

Myth 4 -

Topical creams containing collagen can replace your skin's collagen.



I have not seen a scientific study or any evidence that topical application of collagen or hyaluronic acids ("HA") lead to more collagen or HA in the skin, or that the topicals can penetrate the dermis. At this point, the only method I have conclusively seen to be effective is injections of products like Juvéderm® and Restylane®.

Myth 5 - Department store brands are always backed by science.

Don't take claims about a product being "supported by clinical evidence" or clinical trials at face value. Sometimes the research actually supports a much stronger version of the same product—a prescription-strength version that can only be sold in a doctor's office.



For products to be sold over the counter, manufacturers must prove that they are LESS effective than physician grade products. Physician grade products are regulated by the FDA and go through rigorous screening that OTC products do not have to.

Myth 6 - Using larger quantities of a product will yield better results.

Medical-grade products contain fewer fillers and are more potent. That means you need less product to get the result you're after. A pea-sized amount of an excellent facial product is advised. Excessive amounts

can cause skin problems and waste money.



If you've gotten sticker-shock over the price of medical-grade products, think again. Using the correct quantity means the product lasts for many months. Amortize the cost over the time it lasts and you'll see it's actually cheaper than an over-the-counter product.

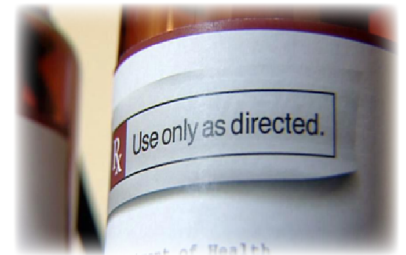
Myth 7 - It's OK to use expensive product more sparingly than directed.

Although, as we just discussed, you don't need to slather on your products, it is equally important not to use too little of your product.

We have seen patients who try to save money by using products only once a day or a few times a week, when Dr. Lichten has said to use it twice

a day. They're actually not getting their value at all. You wouldn't take half of a medication your physician prescribed to treat your heart or blood pressure to try to stretch out the medication.

Prescription skin care is the same thing—if you don't use the product as directed you certainly won't get the full results.



Myth 8 - Vitamin A thins the skin.

Actually, the reverse is true. Skin can become thin due to a lack of vitamin A. Vitamin A (also known as retinol) helps to create new, healthy and normal skin cells.

Vitamin A is arguably the most important skin care ingredient, bar none. It is one of the few—if not the only—ingredient that is backed by more than 50 years of objective, scientific research supporting its efficacy.



Myth 9 - Packaging is not important.



Packaging in skin care is critical—not just for aesthetic reasons, but to protect the efficacy of the ingredients. Transparent containers and pumps that are not airless pose problems. They don't keep ingredients safe and potent. Choose containers that protect the integrity of the product's ingredients.

Myth 10 - Skin care products can last three or more years.



Despite a number of claims to the contrary, most skin care products lose most of their potency within 12 months and many organic products can lose potency much faster than that. It is best to use the entire contents within one year. Preservatives do not last forever, and active ingredients can get contaminated with bacteria or evaporate.

Lovely Skin Is A Precious Asset

Protect and nourish your skin with the best products you can afford. Remember, exquisite skin can make even imperfect features beautiful, while neglected skin dims loveliness every time.



Model

I look forward to seeing you in 2013.
Feel free to [share this article](#) with your family and friends.

Lancaster Office 135 North Ewing Street, Suite 202, Lancaster, Ohio 43130 Phone: 740.653.5064