

The Colore Prescription

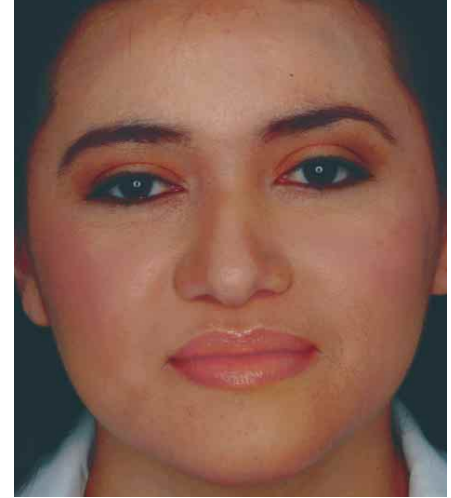
BY DR. ZEIN E. OBAGI, M.D.

Medicine, like any other scientific discipline, evolves with time... Medical breakthroughs, coupled with a better understanding of the human body, often force us to rethink the way we treat patients on a daily basis. What differentiates a great physician from the rest is an ability to adapt the newest technology to the care of patients. In other words, the lack of progress leads only to average results.

As a dermatologist who believes in restoring healthy skin, I have always held this concept deep to my heart. Twenty years ago, I shattered centuries-old myths about skin care, and developed new treatments that have revolutionized cosmetic dermatology throughout the world. This concept of skin health restoration has led to a greater understanding of the aging process and introduced methods to scientifically restore skin to a more youthful state.

The use of make-up by my patients has been an issue that I have grappled with for over twenty years. Initially, I shied away from having a make-up line in my clinic. I strongly believed that make-up was unnecessary during the rejuvenative process, and that it demonstrated a lack of priorities among the patients. It was my belief that the goal of treatment was to restore youthful skin, not just cover up old skin with chemicals that could cause irritation, clog pores, and camouflage our hard work.

The only time I would recommend foundation or make-up was after procedures, in order to cover the areas of redness or bruising. In this case, make-up would allow patients to resume normalcy in their daily life. I then began to challenge longstanding medical dogma, and allowed my patients to begin using make-up regularly. These patients, I then found, on a statistical level, were more prone to have quick recurrence of their problems, including acne, rosacea, skin



Colorescience Mineral Makeup was used to calm, comfort, correct and protect post Fraxel skin. Covering redness and flakiness, calming the itch, and using SPF 30 full spectrum sun protection allows patient shorter down time after many procedures.

irritation, and sensitivity when compared to patients who did not use make-up regularly. This affirmed my opinion of make-up and its role in skin health.

I then began to investigate the role of mineral make-up in the care of my patients. ***Diane Ranger introduced me to a line of mineral based make-up that was formulated to address the specific concerns that I had held for over twenty years.*** The concept was appealing, and I told her to get me started. Soon thereafter, her well-trained make-up experts were sent to train my office staff. ***I have found, based on clinical observation, that the mineral make-up positively enhanced the care of my patients during the healing stage of skin health restoration.***

The Colorescience mineral make-up line is currently displayed on our counters and has been introduced to our patients who currently use the Obagi NuDerm system. The introduction of the line was met with an extremely positive response. ***Many of our patients have used the make-up line to reduce the redness and signs of exfoliation that is common, yet necessary during the initial 6 weeks of treatment. Now I have patients who***

swear by the product.

From my clinical experience with the make-up line, ***I have adapted my clinical treatment to incorporate Colorescience mineral make-up.*** I currently have no reservations in recommending the product.

For anyone interested in using the product, Colorescience founder, Diane Ranger adds that only the purest minerals are used in this formulation and that it is specifically designed to minimize skin irritation. It often enhances the healing phase and allows the skin to heal nicely after procedures and while using Retinoic Acid and other exfoliants. In essence, it facilitates the resumption of normal daily activities during the Repair stage of the NuDerm program. I concur with this based on my clinical experience with the product, and have not seen any ill-effects on the skin on patients using Colorescience products.

Thank you. I guess its now time to conquer another challenging aspect of dermatology...

O B A G I[®]

Dr. Zein Obagi, MD is a dermatologist, educator and innovator. He is a Board-Certified Diplomate of the American Board of Dermatology and a fellow of the American Academy of Dermatology. As one of the best known skin health experts in the world, Dr. Obagi is esteemed for his work in correcting a wide range of skin conditions, including facial melasma, precancerous lesions, deep wrinkles, age spots, acne scars and sun-damaged skin.





COLORESCIENCE is an elite mineral makeup colore and sun care line that specializes in post treatments to lessen downtime and discomfort that can be associated with many medical skin care procedures. COLORESCIENCE products will also enhance the results of the procedures.

COLORESCIENCE mineral makeup and sun care is recognized by leading physicians as an important advancement in dermatologic skin care. The use of COLORESCIENCE mineral sun care preserves the condition of the skin while being treated and helps maintain the treatment results afterward. Proper sun care is the number one anti-aging and age management product available.

Most colore cosmetics act like a mask and are filled with ingredients detrimental to sensitive skin. COLORESCIENCE brings colore and minerals into the twenty-first century with "good for your skin" products formulated with percentages of active ingredients that are proven skin beneficial. COLORESCIENCE minerals meet the patients need for colore cosmetics with formulations that desensitize and protect while immediately enhancing appearance and overall treatment experience. COLORESCIENCE specializes in post treatments to cover, comfort, correct and conceal, while soothing, retexturizing and protecting at the same time.

COLORESCIENCE founder, Diane Ranger created the mineral makeup concept and has been first in industry breakthroughs for thirty years. COLORESCIENCE minerals offer the highest possible integrity and are the standard by which all others are judged.

COLORESCIENCE offers three important benefits for post procedure protocol:

1. Physical, stable, full spectrum, instant SPF 30 powder sun protection
2. Natural looking camouflage to cover and conceal any type of skin discoloration for almost any reason
3. Skin beneficial age management products with multiple uses and multiple benefits

COLORESCIENCE offers several medical-protocol "systems" to make products easy to sell and simple for clients to use. Choose from:

1. Skin Perfecting System featuring non-surgical dermal fillers with powerful anti-oxidants, anti-irritants, and anti-inflammatory ingredients. Plus potent restorative vitamins, herbs, peptides and other soothing ingredients help speed client recovery and enhance results. The corrector mineral makeup pigments target discoloration, as well as offer powerful physical sun protection. This kit shortens downtime and lessens discomfort from flaking, itching, burning and redness.
2. Eye Trio Kit to soothe skin tissue and enhance procedures to lessen the look of dark circles, dryness and puffiness.
3. Lip Restoration Kit with soothing and plumping serums.
4. Acne Protocol to enhance acne skin care lines and offer comfort and coverage during the healing process.

COLORESCIENCE offers extensive education and marketing programs that are second to none in the industry. Colorescientists help partners write a detailed business plan complete with monthly goals and employee incentives.

COLORESCIENCE is for expert skin care providers who are serious about product integrity on a clinical level.

For more information about how to build retail sales and implement Colorescience patient care in your practice, please phone 866-426-5673 or email us at info@colorescience.com.