

New Beginnings Skin Care & Massage

MEMBER



Winter

Invest In Your Skin

Why Choose Quality Skin Care Products?

Greg Hagin

Over-the-counter (OTC) skin care products are generally less expensive and sometimes more convenient to purchase than professional products available from your esthetician. But it's important to be a savvy consumer in this choice. After all, paying a cheaper price for something that doesn't produce the results you want--and then doing it again and again in an attempt to find a cheap product that does work--ultimately does not save you money or time. Cheaper products are generally of lesser value and not as effective as their professional counterparts. An investment in quality skin care products, combined with customized services, can help you achieve your skin care goals and the complexion you desire.

giving your esthetician the background and context of life in your skin, literally, the two of you will together create a foundation for moving forward with treatments.

Rely on Expertise

Because labeling in the United States is subject only to Food and Drug Administration regulation, labels can be misleading, as well as hard to interpret. Your skin care professional knows how to read a label and can explain the benefits, drawbacks, and purpose of the ingredients listed on the label. Because of her/his training and expertise, your esthetician is vastly more knowledgeable than a clerk selling cosmetics in a retail

Dwell in Possibility

-Emily Dickinson



Professional skin care products are of higher quality and value than over-the-counter cosmetics.

Establish a History

When receiving a service from your esthetician, be sure to explain the details of your skin history. Your esthetician will be better able to provide you with the proper products and services if she knows the following: What are your skin care goals? What percentage of time do you spend indoors versus outdoors? What is your diet like? Water intake? By

store. Consequently, you can trust that the information you're receiving is valid, that your esthetician can recognize effective ingredients versus fillers, and that the professional products you are considering have been well developed and researched.

Continued on page 2

Office Hours and Contact

New Beginnings Skin Care & Massage
Tammie Anderson

775-721-7540

Monday - Saturday By Appointment

Email: info@newbeginningsskincare.com

Web: www.newbeginningsskincare.com

In this Issue

Invest In Your Skin
Managing Arthritis
Long Live Cells with Vitamin E

Continued from page 1

Customized Service

Contrary to what OTC brands would lead consumers to believe, our skin and bodies are unique. OTC products rely on the trial-and-error, one-size-fits-all approach. On the other hand, your esthetician is in the business of providing personalized skin care solutions. The use of professional diagnostic tools like skin scanners, woods lamps, and imaging devices can help specifically identify your skin type, aiding in the development of a plan to achieve your desired result. It is a huge advantage to work directly with your esthetician to assess the situation, document it, develop a treatment plan, and track effectiveness. Complementing professional products with specified services will produce the ultimate result.

Convenience?

It may be convenient to buy skin care products at the drugstore, where one also can pick up other personal care goods and some motor oil. Heck, while you're at it, you can also buy a case of soda and some dog food. But buying decisions shouldn't always be based on convenience. Just because there is a garage nearby, doesn't mean you automatically take our car there. You want to be sure you trust the mechanic and that he is experienced with the kind of car you drive. Another example: if you have a special occasion, you might prefer to choose from the wine selection at a specialty store instead of a drugstore. And many people drive long distances to get their hair done by someone they trust and with whom they have built a relationship.

This heightened interest in finding just the right professional applies to skin care as well. And when you're talking about something as important as your face, professional expertise far outweighs convenience. Your esthetician will help you establish a proper skin care regimen and continually assess the changing needs of your complexion, ensuring you're getting the right products and services at the right time.

Price and Value

Mass-market strategists spend millions on advertising under the assumption they will make it back on sales volume. To maximize profits, producers cut back on production costs, often resulting in

cheaper, less effective ingredients and no cutting-edge research and development. You may be paying for the label and not what's inside the bottle.

Furthermore, while professional skin care products do carry a higher price than OTC products, professional lines are more valuable. Here's why: The brand lines your esthetician has available are often more concentrated than OTC products; although they may seem more expensive, in the long run, the price difference between the two is not as great as it appears. Professional skin care products are more exclusive because in almost every case, they are better: they have been well researched, they contain higher quality ingredients, and they are ultimately more effective. Choosing professional products will help you achieve your skin care goals more quickly and effectively.

The Bottom Line

The return on your investment in professional skin care products is much greater than with OTC lines. Generally, professional products are more effective, are made of higher quality ingredients, and have been well developed and researched.

In addition, because your esthetician knows you, and because she/he has expertise in product ingredients--and your skin specifically--you can be confident that you're getting a customized treatment plan designed to achieve your skin care goals.

Investing in quality skin care cosmetics will quickly pay off, helping you achieve the complexion you desire. Professional products and services are worth it, because you're worth it.



Work with your esthetician to choose the skin care regimen tailored specifically for you.

Managing Arthritis

Exercise and Bodywork Keep Joint Pain at Bay

The word arthritis strikes fear in the hearts of older adults. It often signifies aging, pain, inactivity, and disability. However, new research shows moderate physical exercise can actually ease arthritis symptoms by decreasing pain and increasing a person's likelihood of living a normal life.

Understanding Arthritis

The most common form of arthritis--osteoarthritis, or also known as degenerative arthritis--affects more than twenty million Americans. Osteoarthritis (literally meaning "bone-joint inflammation") is caused by wear and tear on joint surfaces and most frequently involves the hips, knees, lower back, neck, and fingers. More than half of people over sixty-five have some evidence of osteoarthritis on X-rays, although it doesn't always manifest as symptoms.

Many problems arise from a sedentary lifestyle. Joints lose flexibility and muscles lose strength, feeding the cycle of pain, inactivity, and more pain.

Exercise Offers Sweet Relief

Vigorous walking, swimming, and bicycling boost the release of powerful endorphins, the body's natural painkillers. When done four to five days a week, these aerobic activities improve general cardiovascular health and aid in weight management (obesity is the single biggest risk factor for osteoarthritis).

Strengthening and stretching exercises targeted at maintaining joint flexibility and muscle strength--especially for at-risk joints--slow the progression of degenerative arthritis. Yoga classes and moderate weight lifting programs are excellent ways to improve strength and flexibility. Bodywork can also provide relief.

If arthritis is slowing you down, get serious with your exercise plan. Consult your physician; work with a professional trainer, physical therapist, yoga instructor, or bodyworker; and start a gentle, progressive exercise program. Your joints will reward you for it, and you'll free yourself from arthritic pain.



Stretching can slow degenerative arthritis.

Long Live Cells with Vitamin E

Antiaging Inside and Out

A good skin care regimen is comprised of an antioxidant-rich diet and vitamin/mineral supplementation that includes vitamin E -- an essential key to a healthy complexion. Vitamin E is unique in that it's not one vitamin, but a family of eight fat-soluble antioxidants, including four types of tocopherols and four types of tocotrienols -- alpha, beta, gamma, and delta. Alpha-tocopherol is the most common and most potent form of vitamin E.

This important nutrient works to prevent aging by prolonging the useful life of cells in the body. By protecting and strengthening the cell membrane, vitamin E wards off free radical attacks caused by sun exposure and also helps combat disease. This protection is

further intensified when combined with vitamin C. Vitamin E also helps in the formation of red blood cells, protecting them from destructive toxins and cell damage, which also helps prevent skin cancer.

Vitamin E-rich foods include wheat germ; almonds, peanuts, and walnuts; safflower, corn, and soybean oils; and green leafy vegetables. For supplementation, the recommended daily intake of vitamin E is 400 IU. Be aware that high doses of vitamin E (1,200 IU daily or more) can be toxic and cause oxidative damage.

It is imperative that when taking the supplement orally, it is in the natural form, designated with a "d," and not

synthetic, designated as "dl." Mixed tocopherols--meaning a combination of alpha, beta, gamma, and delta--are easily absorbed and a good choice, especially in skin care products.

Topical creams and oils containing vitamin E promote healing, protect cells from free-radical damage, and reduce itchiness--very helpful in treating conditions such as sunburn and eczema.

In addition to contributing to healthy skin, vitamin E has many other beneficial properties, including slowing the progression of Alzheimer's disease, decreasing oxidative stress associated with asthma, alleviating arthritic conditions, decreasing PMS symptoms, and reducing the risk of heart disease.

*How many cares
one loses when
one decides not
to be something,
but to be
someone.*

-Coco Chanel

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New Beginnings Skin Care & Massage

343 Fairview Dr. Suite #205
Carson City, NV 89701

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