

## Not Your Father's Oldsmobile (Or your mother's cold cream)

**The Oldsmobile is history, but cold cream is not.** The fragrances of lotions and potions still waft through the neighborhoods of Cincinnati, home of Proctor & Gamble, as well as Jergens and other institutions of the "cold cream era." In many instances, these companies were established near the stockyards and slaughterhouses because animal fat was a main ingredient in their products (just like the giant pharmaceutical company, Eli Lilly, which is famous for its beef and pork insulin).

**Science has changed the way we treat our faces and our skin in general.** Though we have more leisure time to play in the sun, we also have much better technology to combat the effects of its harmful rays. Recently we have spoken about free radicals and antioxidants, but are you aware that *DNA repair enzymes and growth factors are the latest heroes of great skin care*? Historically, we have progressed from camouflage makeup (sometimes even containing lead), to cleansers and moisturizers, to vitamins and nutrients (tretinoin-vitamin A), and now to the ultra-cellular molecular manipulation of skin degradation.

Many of these advances have been derived from the genetic studies of the Human Genome Project, so that instead of speaking about "age spots" we now speak of telomeres and translocations. These are important subjects for further discussion later. Suffice it to say that **we have made huge leaps forward**, and you can revolutionize your skin care regimen by becoming informed through following the internet discussions (see link below), attending seminars, and, perhaps most important of all, getting a consultation from a qualified, educated skin care specialist.

This is no infomercial where you send in \$19.95 and get two "miracle products." Too many times, those sit on the shelf, only to be tossed in a few years when the cleaning bug bites you. **You need a specialized MD and a trained medical aesthetician**, and you need them not just for 15 minutes in the middle of your busy life but rather for a serious discussion and tweaking of your skin care program at least twice a year. It's like joining a gym or buying the latest in workout fashion—those things by themselves don't get the job done. The same is true for your skin care: **the best results come when you actually engage with a trained skin care specialist, putting a proven plan into practice over a period of time. So...dump the Oldsmobile and the cold cream and blast off into the space age era of skin health and beauty.**