

# Navigating Your Skin Care Journey

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## Basic Skin Care Routine

### AM

1. Cleanser
2. Antioxidant serums: Vitamin C
3. Moisturizer
4. Sunscreen (preferably SPF  $\geq$  50, 30 is OK)
5. Makeup (with or without SPF)

### PM

1. Double cleansing if wearing makeup: 1. Micellar water 2. Cleanser
  - a. If without makeup: Cleanser
2. Exfoliator: 1-2 times a week if adapted to using a retinoid/retinol
3. Retinoid or Retinol
4. Serum
5. Optional: Eye cream
6. Moisturizer

## Presentation

### Agenda

1. **Framework for Understanding Skin Care**
  - A. Protection and Repair
  - B. Renewal
  - C. Activation & Regeneration
2. **Focus on Evidence-Based Ingredients**
3. **Identify Your Goals**
4. **Clean Up Your Routine**

### 1. Framework for Understanding Skin Care: The Skin Health and Beauty Pyramid

- a. Organizes skin care into a hierarchy
- b. Outside-to-Inside approach

#### 1A. Protection and Repair

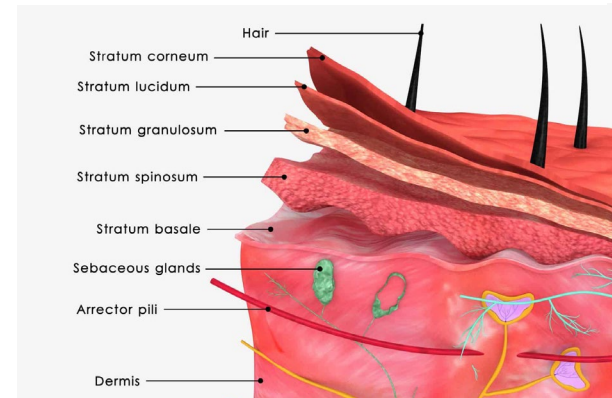
- Pyramid base
- Protect against UV radiation, blue light, pollution
- Treatment: Sunscreen, Heliocare®, Niacinamide, Vitamin C

#### 1B. Renewal

- Pyramid middle
- Moisturization
  - Petrolatum, lanolin, shea butter, waxes, silicones, mineral oil, vegetable oils, hyaluronic acid
- Exfoliation
  - AHAs: Glycolic acid, lactic acid, malic acid
  - BHAs: Salicylic acid (not pregnancy safe)
- Cell turnover
  - Retinoids

#### 1C. Activation & Regeneration

- Pyramid top
- Peptides: Matrixyl, Palmitoyl pentapeptide, Hexapeptide



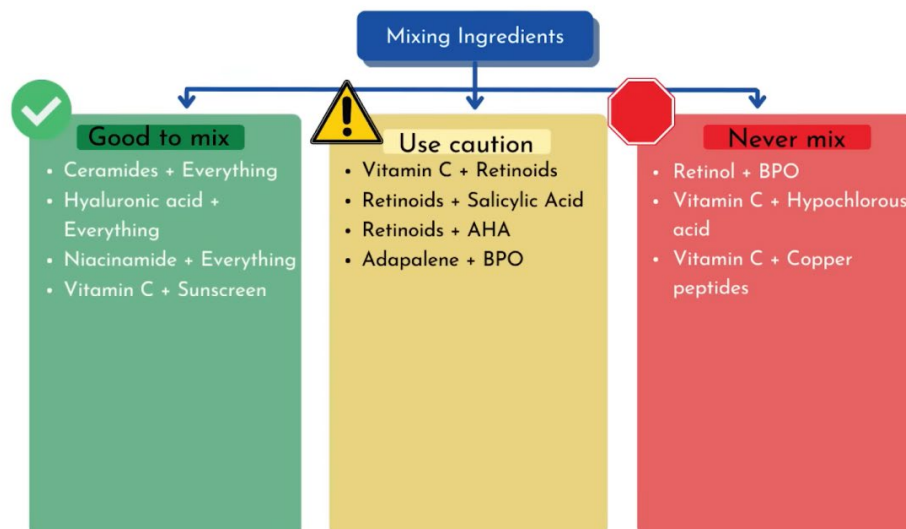
- Growth factors, Stem cells: Snail mucin
- Circadian rhythm modifiers: Get enough sleep!

## 2. Evidence-Based Ingredients

- Retinoids and Retinols
  - Retinols are the gateway drug to prescription retinoids (tretinoin)
  - Start low and slow!
  - Only use at night
  - They don't get along well with others: BPO
  - Higher percentage is not better – the molecule matters
- Glycolic Acid and Other Alpha-Hydroxy Acids
  - Effective for irregular texture, pigment changes, mild acne, aging
  - Strength matters
  - 5% to 10% for daily use
  - 11% to 30% for weekly at home peels
  - 31% and above for in-office peels
- Salicylic Acid and Other Beta Hydroxy Acids
  - Effective for clogged pores, acne, rosacea, redness
- Vitamin C
  - Effective for pigment irregularity
  - Very unstable compound, especially in water
  - Powder formulation option
  - More stable combined with Ferulic
  - Store in a very dark area
- Moisturizers
  - “Non-Comedogenic” Face + Body
  - CeraVe, Vanicream, Eucerin, Aveeno
  - Some peptides, growth factors, and stem cells also provide this benefit

## 3. Identify Your Goals

<ul style="list-style-type: none"> <li>• <b>Acne/Rosacea</b> <ul style="list-style-type: none"> <li>• Salicylic acid and other Beta-hydroxy Acids</li> <li>• Retinols and Retinoids</li> <li>• Benzoyl Peroxide</li> </ul> </li> <li>• <b>Fine Lines</b> <ul style="list-style-type: none"> <li>• Retinols and Retinoids</li> <li>• Glycolic Acid and other Alpha-hydroxy Acids</li> </ul> </li> </ul>	<p><b>Hyperpigmentation</b></p> <ul style="list-style-type: none"> <li>• Kojic Acid</li> <li>• Vitamin C and Derivatives</li> </ul> <p><b>Dry Skin</b></p> <ul style="list-style-type: none"> <li>• Ceramides</li> <li>• Glycerin's and other Humectants</li> </ul> <p><b>Oily Skin</b></p> <ul style="list-style-type: none"> <li>• Salicylic Acid and other Beta-hydroxy Acids</li> </ul>
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BPO = Benzoyl Peroxide  
 AHA = Alpha-Hydroxy Acid