

What Does G.R.A.S.S. Have to do With Your Facial Appearance?

Presented by River Region Facial Plastics

No one would argue that this winter has been one for the ages in America. We have experienced bitter cold weather for days on end, along with the closings of many streets and even some major highways. We are all ready for the first signs of spring – robins chirping, daffodils blooming, trees budding, and green grass sprouting. I love spring and all that comes with it. Old is replaced by new via Mother Nature.

I know the title of this article leaves you asking, “What does G.R.A.S.S. have to do with one’s appearance? Has Dr. Cawthon gone wacko?”

Well, the question deserves an answer... the use of “G.R.A.S.S.” in relation to facial appearance and skin aging was born from the SkinMedica® Summit, which I attended recently along with Mrs. Arla Chandler, RN, who is also on our staff. The Summit was held in Chicago, where we left snow banks and coverage of lawns, to come home to much warmer weather and signs of spring.

G.R.A.S.S. is the SkinMedica® acronym for how to combat facial aging. Without going into much of the research and biochemistry of aging skin (and avoiding possible confusion), we were given the research and science behind SkinMedica®’s product line. SkinMedica® is the only skin care line that River Region Facial Plastics carries for our patients. The company’s products are dispensed only through physician’s offices, and they have raised the bar in terms of backing their products with solid research and development. SkinMedica® products have been designed to meet the requirements for treatment of aging skin via their clinical trials and scientific studies. While many skin care and treatment product lines



are available through drug stores, TV commercials, and department stores, SkinMedica® remains dedicated to an exclusive physician distribution with science backing up their claims.

“G” in G.R.A.S.S., along with “A”, represents growth factors and antioxidants. They both are found in SkinMedica®’s flagship product, TNS Essential Serum®. This wonderful, soft, and creamy product has over 110 growth factors alone, plus many antioxidants. These ingredients have been produced from human skin cells grown in a laboratory. Both the “G” and the “A” when

applied to human skin enhance skin texture, reduce wrinkles, and combat aging skin. TNS Essential Serum® is indicated for both morning and evening application for at least ninety days to maximize results, even though visible improvement is noticeable almost immediately.

“R” represents retinols. Retinols are extracts born from plants, and SkinMedica®’s Retinol Complex comes from these plants. This may cause a little redness, peeling, and/or itching; however, it is available in three different strengths and competes favorably with other retinols for tightening skin and providing a healthy skin look without causing any other unpleasant side effects.

“S” is first represented in specialty products, such as Lytera® Skin Brightening Complex. Lytera® is formulated as a skin-lightening product. With daily applications, sunspots or skin that has been photo damaged by UV exposure begins to lighten and brighten. Pigmentations such as freckles are shed away, replaced by smoother,

lighter skin. Twice daily applications are recommended for most patients.

The other “S” represents sunscreen. With spring comes longer days, more outdoor activities, and the potential for photo damage. SkinMedica®’s Daily Physical Defense® SPF 30 should be applied when in the sun.

Surveys have shown that the average expenditure for skin care products per year by the female population is over \$2000 per person. Why not make your expenditure go toward products that have a proven track record backed by scientific research rather than others which have little to no scientific basis?

Our Medical Aesthetician and Director of our newest division, Radiant Skin Spa, is Amy Bierly. Amy can individualize your skin care product needs, and the price of your purchases will likely be less than that of a competitor’s similar products!



- G = Growth factors
- R = Retinol
- A = Antioxidants
- S = Specialty ingredients
- S = Sunscreen

Have a great and enjoyable spring and begin a G.R.A.S.S. program for your face!

Yours In Good Health,
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