

ZO Skin Health Inc - The Circle of Skin Health From Topical Agents to Clinical Treatments

The key to Beverly Hills dermatologist Zein Obagi's new skin care philosophy is the concept of skin health. That's why he created a progressive range of treatments and protocols called ZO® Medical to complete the circle

BY WENDY LEWIS

Beverly Hills Dermatologist Zein Obagi's newest venture is a range of skin treatments created exclusively for plastic surgeons and dermatologists called ZO® Medical, which is the final stage of his core philosophy called The Skin Health Circle™. The circle takes the patient from Maintenance, Daily Skin Care, and Protection to Therapeutic options.

"Our ultimate goal is to stabilize the skin. If the patient's skin is oily, we should treat the sebum. If the patient's skin is dry, we need to restore pH. There is no such thing as sensitive skin; it is just a sign of weakened skin," Obagi says.

An outspoken pioneer in the skin care world for decades, Obagi has been setting medical skin care standards since he launched his first product line more than 25 years ago. While the products, technology, and protocols have evolved, he remains committed to creating advanced formulations that deliver results.

"Physicians and skin care professionals should focus on making skin healthy, rather than merely alleviating symptoms of poor skin health such as pigmentation, fine lines, acne, rosacea, wrinkles, and even sagging. We can address these skin care concerns for patients without resorting to clinical procedures with the right skin care regimen," he says.

Using pharmaceutical-grade ingredients in active percentages, Obagi has tackled skin issues head-on. "Most skin care products, particularly over-the-counter products, don't address the problems of the skin at the cellular level. Promoting cellular function to restore healthy skin is the key," he says.

Physicians who are dispensing ZO® Medical herald its versatility and effectiveness. Plastic Surgeon Nana Mizuguchi, MD, who practices



Zein Obagi, MD, conducting a skin care consultation.

in Louisville, Ky, says, "Dr Zein Obagi has been a leader and innovator of medically managed skin care for over 25 years. His latest skin care line, ZO® Medical, combines proven ingredients and skin care regimens with new components and delivery systems to produce better results. The products are easy to use and have a pleasant feel and fragrance."

CAREFUL PRODUCT SELECTION

With all the product ranges being sold in the professional channel today, health care practitioners and medical aestheticians often find it challenging to decide what ranges to bring into their practices. "When you carry too many lines, patients react like a deer in the headlights. They

are easily confused and uncertain about what to choose. Every physician needs to re-evaluate what is being dispensed in their practice to make sure their skin care product selection is as state-of-the-art as the other services they offer," said Montclair, NJ Plastic Surgeon Barry DiBernardo, MD. "We are buying new and innovative devices, so why should we be using old technology for topical agents?"

According to Dermatologist Mamad Bagheri, MD, who practices in Hemet, Calif, and Grand Fork, ND, "Patients come in with myriad questions about what works and what is best for their individual concerns and skin type. They need the expertise of a dermatologist or cosmetic doctor to help them make decisions

because they want help to sort through all the claims and promises. Most importantly, they want products that are safe and effective, and that will make visible changes to their skin.

"My patients have been very satisfied with the new ZO[®] Medical range because they are seeing results and the products are well tolerated. The curious thing about patients is that they will object to the \$10 co-pay for a visit, but when it comes to their skin, they will spend \$200 on skin care products without blinking an eye," Bagheri says.

Bagheri employs a team of medical assistants, nurses, and an aesthetician. All have been trained on the ZO[®] Skin Health and ZO[®] Medical ranges and sell the products, receiving incentives at the end of the month. "I do all the peels myself because I am very hands-on. Patients come to see me, and they deserve to see me personally. Chemical peels are the most common procedure I do for acne, lentigenes, photodamage, and melasma. I use everything, including lactic, salicylic, Jessner's, glycolic, and TCA of varying concentrations to get the best possible results on the face, chest, neck, and the back of the hands," he says.

"The acne products are very successful for us. I have been able to see results, and even typically noncompliant teenagers stay on it and come back for more. They really love ZO[®] Skin Health's Effects[®] TE-Pads Acne Pore Treatment, Exfoliating Cleanser, and Exfoliating Polish," Bagheri says.

A results-driven range, ZO Skin Health Inc gets the vote of confidence from patients as soon as they start seeing its effects. As Bagheri says, "With the ZO[®] Medical range, you have to make sure you educate the patient about the products, because in some cases, they will have initial redness and dryness. Since we started offering it, we have not had any returns on products, and patients are coming back to repurchase. Our receptionist is the toughest critic on all skin care products. She has used everything because all the reps give her free samples. This is the first time in her life that she is actually paying for her own products.

"The best sellers in my two offices are the Effects[®] Radical Night Repair Plus and Effects[®] Exfoliating Polish, and everyone gets the Oclipse[®] Sunscreen + Primer SPF 30. Even the Oraser[®] Microderm Hand Renewal and Daily Hand Repair SPF 20 are a big hit. People love this niche system for hands, which fills a void in the market," Bagheri says.

Unique protocols like ZO[®] Medical, which are available exclusively through doctors' offices, help patients understand the importance of supervised treatment.



New ZO[®] Medical range exclusive to physicians.

"I prefer to offer products that are sold only through physicians because it differentiates my practice from spas, salons, and the numerous online outlets that sell skin care direct to consumers. It makes patients feel that they are getting something more exclusive and effective than they can get at the mall. If there is a brand that you can go to your local spa to get, I won't carry it," Bagheri says.

THE PRINCIPLES OF ZO[®] MEDICAL

The principle of skin health restoration completely revolves around the issue of skin stabilization, which is approached through Correction, Stimulation, Pigment Control, Hydration, and Sun Protection. It starts with improving skin tolerance and increasing skin resistance to negative stimulation such as sun exposure. Epidermal renewal, sloughing the surface of the skin, and enhancing the thickness of the skin includes reducing discoloration and restoring natural hydration and improving cellular function by repairing DNA.

In addition to the steps outlined above, the stimulation process involves dermal renewal, which enhances collagen, elastin, and glycosaminoglycans, including hyaluronic acid. The stimulation stage also involves enhancing cellular functions, improving texture and color, and controlling inflammation, the enemies of healthy skin.

The main advantage of ZO[®] Medical,



O'ssential[™] Radical Night Repair Plus



DiBernardo says, is that “The unique delivery system ZO Skin Health Inc has developed gets retinol into the dermis without causing irritation, so patient compliance is extremely high. This range addresses the most common problems we see from aggressive topical agents, and turns them around.”

Among the unique powerhouse products of this phase of the ZO® Medical program are BRIGHTENEX™, the new alternative to hydroquinone that targets three stages of skin discoloration through a multiaction complex that can clarify and brighten skin and minimize the appearance of age spots and skin redness. In addition, RETAMAX™ contains the line’s highest concentration of retinol.

These proprietary skin solutions were developed to stabilize melanocytes, reducing melanocyte activity by increasing the skin’s resistance to external and internal stimulation. DiBernardo is also not averse to diminishing melanin deposits with a ZO® peel and destruction of melanin with a laser resurfacing, when necessary.

A basic tenet of Obagi’s philosophy is that moisturizers are not a panacea for skin and, in some cases, can do more harm than good. “Moisturizers are overused in our skin care culture. I prefer to use the term hydration. We want to stimulate hydration from within, reduce inflammation, and diminish redness,” he said.

Sun protection is also a critical component of the ZO® Skin Health Circle™. The breakthrough sun-protection formula, ZO® Skin Health Occlipse® Sunscreen + Primer Broad-Spectrum SPF 30, has received acclaims from beauty editors and consumers for its unique texture and wearability.

A CUSTOMIZED REGIMEN FOR EVERY PATIENT

Versatility is another benefit of the ZO® system, DiBernardo says. “The physician can control what each patient uses and select the optimum regimen to get the desired results.” And a happy patient means a happy doctor.

ZO® Medical protocols can be administered in mild, moderate, or aggressive levels. The more aggressive approach will create faster and more radical changes. However, it is not for every patient. Most patients will experience some redness, peeling, sun sensitivity, dryness, and flaking, but the end result can be transformational. “As their skin improves, we can increase the levels of potency to make it more manageable, and they will get very good results,” Obagi says.

THREE LEVELS OF ZO® MEDICAL STRENGTH

- Mild
- Moderate
- Aggressive

The ZO® Medical Moderate Treatment Protocol is the next step up, designed for patients who desire faster results and can tolerate some downtime. This approach is also used to condition the skin for future cosmetic procedures, such as peels, laser resurfacing, or a facelift. The Aggressive Treatment Protocol is for treating severe wrinkles, pigmentation, sun damage, and acne scars, and for patients who are highly motivated.

“The more reactions you see initially, the better the results will be because the repair has occurred at a deeper cellular level. Healthy skin tolerates treatment without reacting; only skin in need of repair reacts strongly at the beginning. Once skin health and strength returns, the reactions resolve. As skin builds up a tolerance and cells become more resilient, it increases the skin’s ability to repair itself,” Obagi says.

“My patients are looking for skin care that is simple, effective, and nonirritating. The goal is to have beautiful skin that is smooth and healthy, without blemishes. Skin is ever-changing, so any product used must be adjustable in a user-friendly way,” Mizuguchi says. “I am excited to have ZO® Medical BRIGHTENEX™, a non-hydroquinone-based skin lightener, for my patients. My patients also love sebum-regulator CEBATROL™ with the application pads.”

PREPARATION FOR PROCEDURES

Prepping the skin is an essential component into the spectrum of facial-rejuvenation procedures. “Skin care is one of three important components of facial rejuvenation. The other two are volume replacement, and skin and soft-tissue repositioning. Healthy skin is the hallmark of not only a youthful appearance, but also of beauty. I tell my patients that just by having the perfect neck will not make you look younger if your skin condition is poor. The ZO® Medical line of physician-directed skin rejuvenation helps achieve healthy, beautiful skin for our patients,” Mizuguchi adds.

Obagi himself stresses the importance of patient compliance. After a treatment plan is created, he is adamant that patients make a steadfast commitment. DiBernardo, who has known Obagi for 18 years, had this to say about his contribution to medical aesthetics: “Zein Obagi has dedicated his career spanning over three decades to the creation of superior medical-grade skin care products to advance the efficacy and patient outcomes.”

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For more information on ZO® Medical and ZO® Skin Health products, visit www.zoskin-health.com.

ZO SKIN HEALTH INC

BY ZEIN OBAGI, MD

BRIGHTENEX™

Skin Brightening and Correcting Crème – Non-Hydroquinone



ZO MEDICAL
BY ZEIN OBAGI, MD



Bioengineered to Even Skin Color and Tone

The BRIGHTENEX multi-vector bio-response formulation targets the three stages of skin discoloration. This multi-action complex includes ingredients that can clarify and brighten skin, and minimize the appearance of age spots and skin redness.

Retinol & Vitamin C

Works immediately on contact in the uppermost skin layers to even skin tone

Glucosamine, Glutathione and Soy Isoflavones

Triple action components minimize the appearance of future age spots and uneven color

Natural Stachys Officinalis

Helps reduce the appearance of skin redness caused by histamine release

No Hydroquinone

BRIGHTENEX is the new alternative to hydroquinone treatments



is Zein Obagi, MD

The Ultimate Skin Health Symposium

Chaired by Dr. Zein Obagi, this conference will present the most current and comprehensive information on skin health and rejuvenation. November 9-11, 2012. Save the date.



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www.zoskinhealth.com 949.988.7524