

NOVEMBER NEWSLETTER

from the office of Mark E. Richards, M.D.

WHERE DID THAT FRECKLE COME FROM?!

What you need to know about hyperpigmentation & how to stop it in its tracks!

Hyperpigmentation is a random accumulation of melanin that has many names and many causes such as sun exposure, hormonal changes due to pregnancy, birth control pills, and acne. Called freckles, sun spots, age spots, brown

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spots, and melasma, the biggest culprit is usually sun damage and it tends to produce uneven pigmentation across many areas of skin. Small areas of obvious hyperpigmentation appear when melanocytes cluster together instead of being evenly distributed. Each melanocyte produces an appropriate amount of pigment by itself; however, a group of melanocytes produces far too much pigment for such a small skin area and as the pigment

rises to the surface, it produces a brown spot. Hyperpigmentation is one of the most common skin care problems as we age and can result in anxiety and depression. Topical agents and more aggressive professional treatments such as microdermabrasion and chemical peels are extremely effective at reducing or eliminating hyperpigmentation. It's very important to remember that prevention is crucial and it is essential that you use a daily sunscreen. Very frequently, a successful series of treatments to correct hyperpigmentation is followed by forgetting to wear a sunscreen and directly results in a recurrence of pigmentation problems.

Think you may forget too often? Place your SPF near your moisturizer so you'll see it frequently or even better; use a foundation, like Jane Iredale's Amazing Base or Glow Time Mineral BB Cream, that has the protection included!

THE EYES HAVE IT IN NOVEMBER!

For the entire month all brow and lash enhancements, eye creams and Latisse are 5% off!

Like us on Facebook to receive an additional % off! Look amazing for all of your upcoming holiday events and make sure you visit us for our HUGE event on December 6th! More details to come!

NO MORE MESSY MASCARA

Why lash extensions are the best option for women on the go!

If there's something I dislike the most about my makeup routine, it's having to apply to mascara. The messy formula and frightening brush makes it my biggest chore, and most visible failure. I've used all brands and love some, but most leave something to be desired. I'm a busy bee with little time but expecting maximum results, and most of my clients are too. In comes lash extensions! Literally an extension of your own lashes, these silk strands are fixed to your natural lash one by one, using medical grade glue. During the application, which takes about 60-90 minutes,

multiple extensions in varying lengths and thicknesses are bonded to individual hairs. The procedure averages a mere \$100-180. The lashes stay put for about four to six weeks, but customers usually come back for a touch-up after two to four weeks to replace lashes that are lost in the natural growth cycle. Clients can swim, shower, exercise and do any other daily routine with zero interference and no more runny mascara or constant reapplications. Just in time for the busy holidays, get this low maintenance approach to making your eyes really stand out!

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Join us for an amazing open house event on Thursday, December 6th from 9 am-6 pm featuring specials on fillers and complimentary makeup consultations! All canned food donations that day will go to the Manna Food Center! More details to come soon! We cannot wait to kick off this holiday season with our favorite clients!

