

HAIR & SKIN CARE SECRETS

Dr. Rajendra Shinde

MBBS DVD DNB MNAMS

Skin Specialist & Cosmetic Laser Surgeon

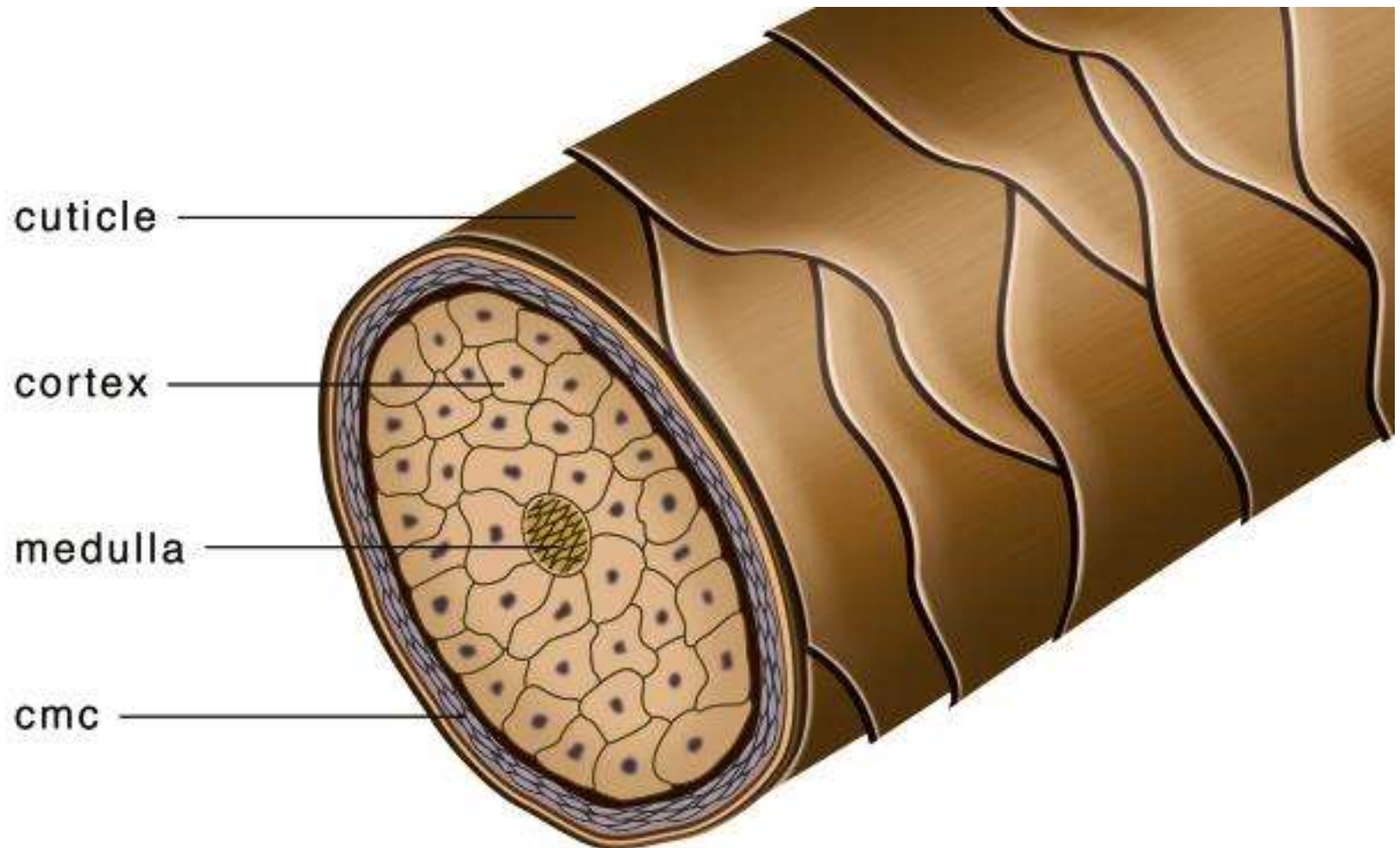
Hair



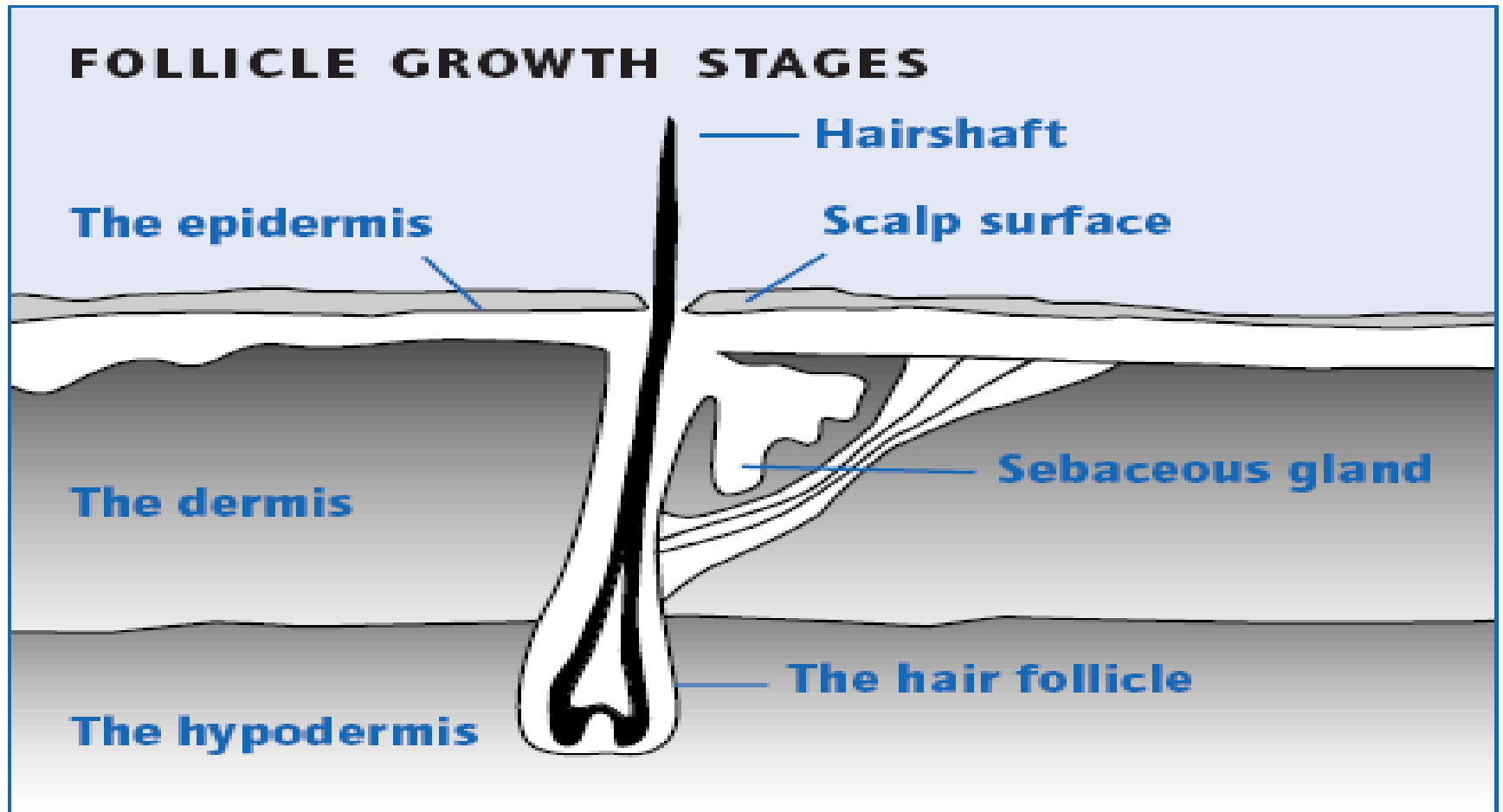
Human hair is a filamentous strand of protein extruding through the skin surface

Components are combination of proteins (Keratin), water, lipids, pigment and trace elements

Cross section view



Hair Growth



Hair Composition

Lipids (ceramides): Majority of Cell Membrane Complex

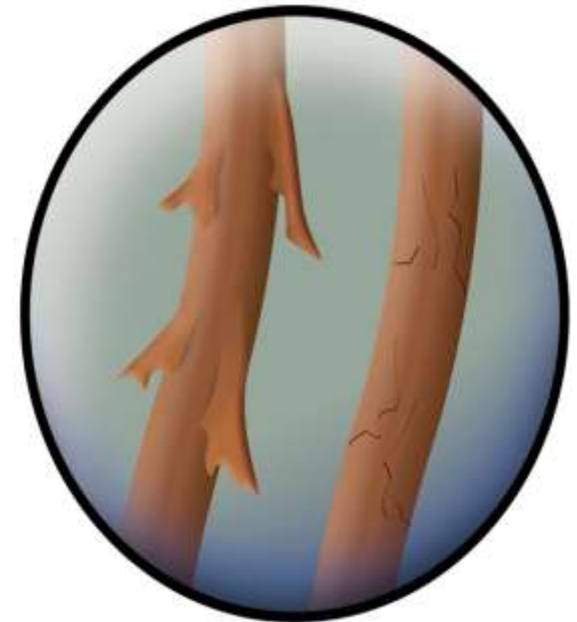
Proteins : As much as 90% of mass

Water: Without it hair becomes dry and brittle

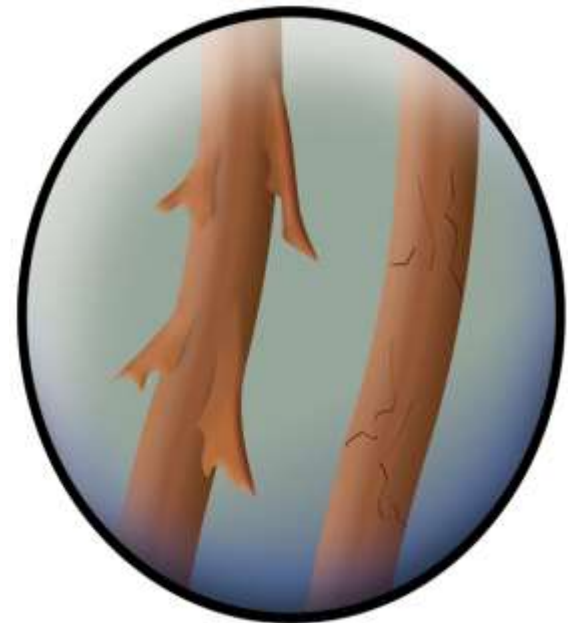
Pigment: Gives hair its color

Lipids are lost by

- Combing/brushing
- Blow dryers, curling irons
- Permanents, coloring, bleaching
- Friction from towel, pillow
- Sun
- Pollution



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- Gives a drab and lifeless look
 - Rough, Dry, frizzy Hair
 - Lack of manageability
 - Weak, Brittle Hair, split-ends



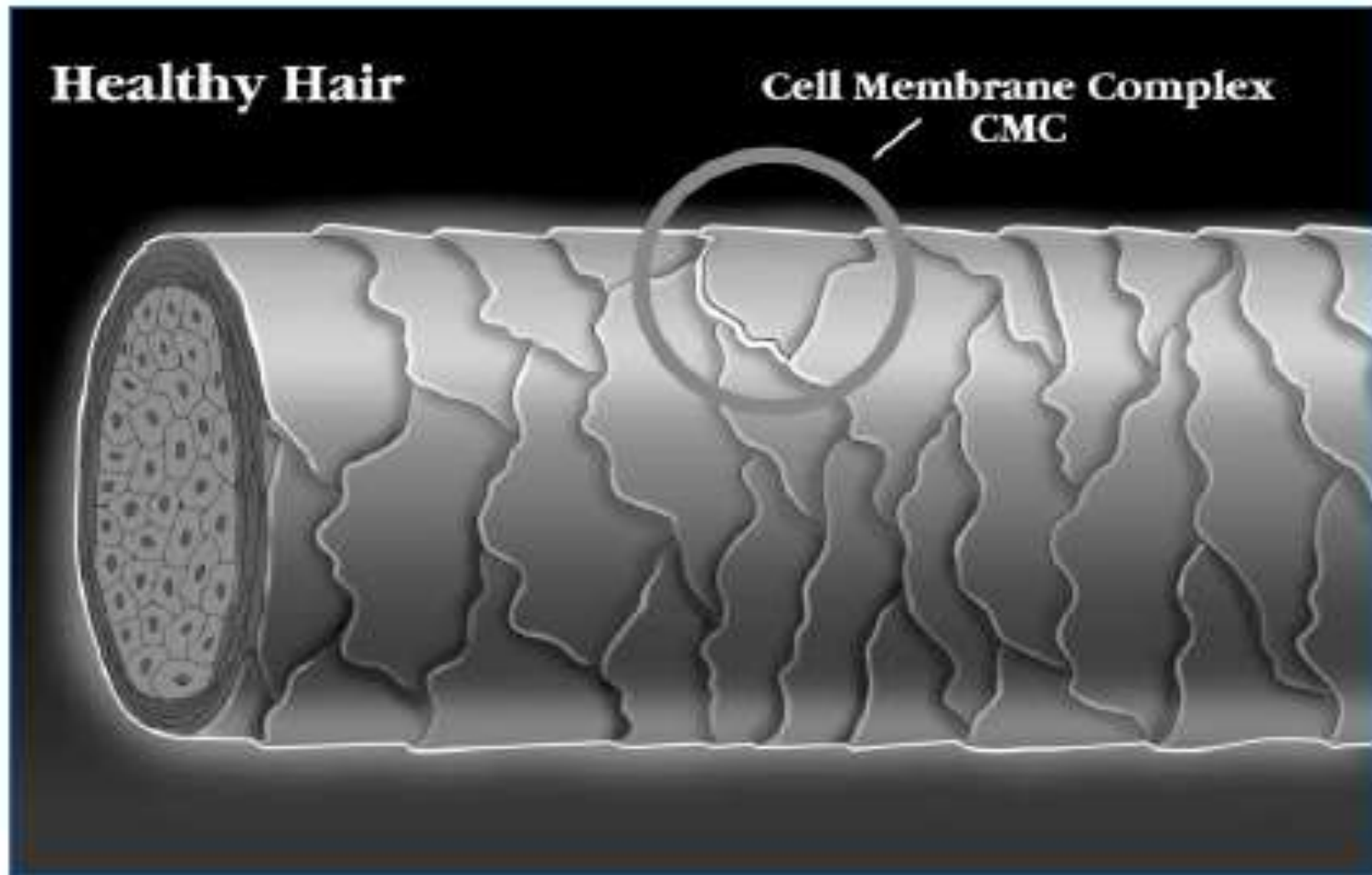
Causes of hair damage

- Bleaches/straightening/curling, braiding
- Brushing/combining, especially on wet hair which is prone to stretching
- Tying or clamping hair into a bun or twist rollers, curlers, metal pins/clips
- Hair dryer, straighteners, curlers etc scorch and burn the hair

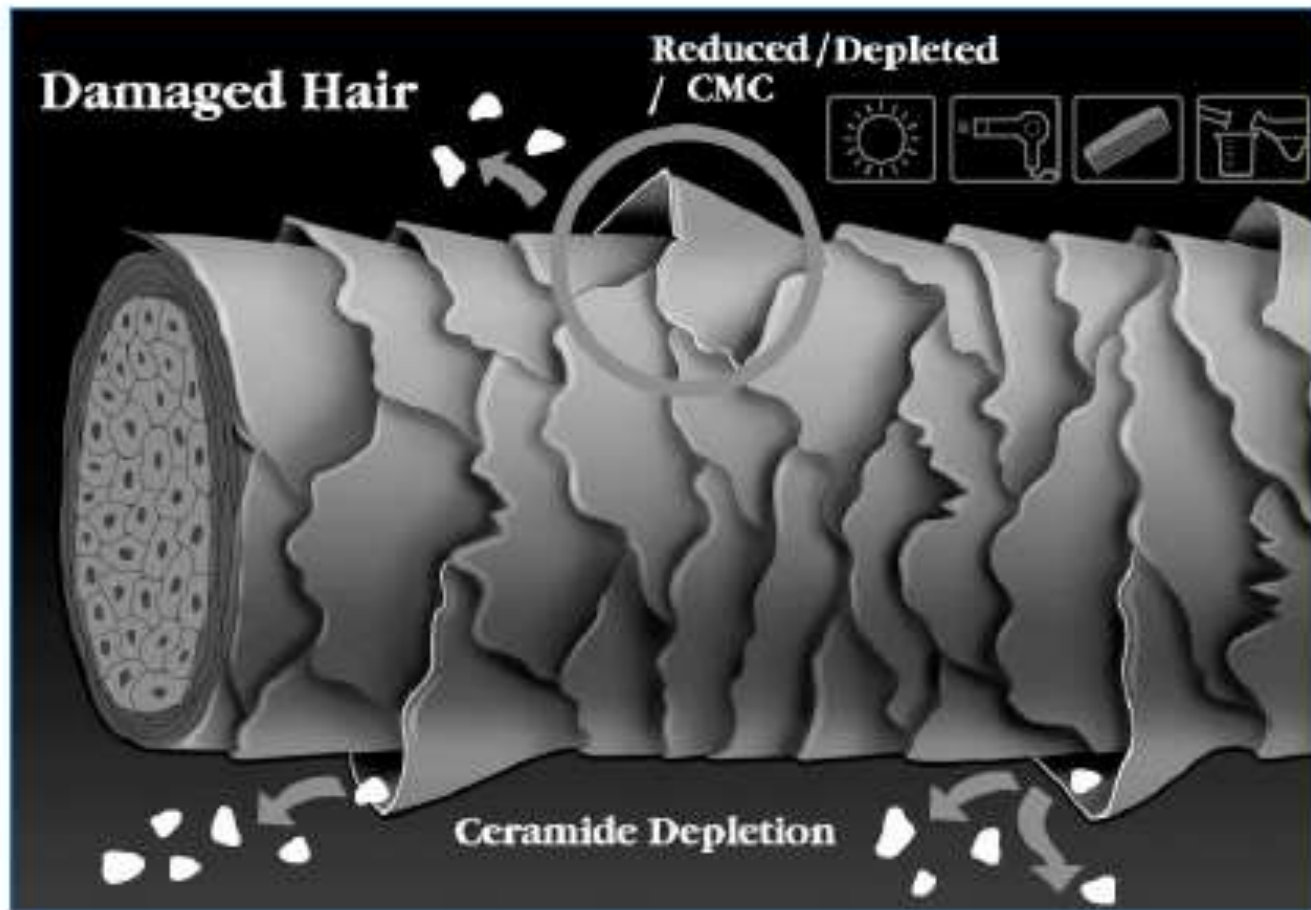
Causes of hair damage

- Lathering rubs hair fibers against each other
- Sun's ultraviolet rays, air pollution
- Salty sea water/chlorinated pool water

Normal Healthy Cuticle

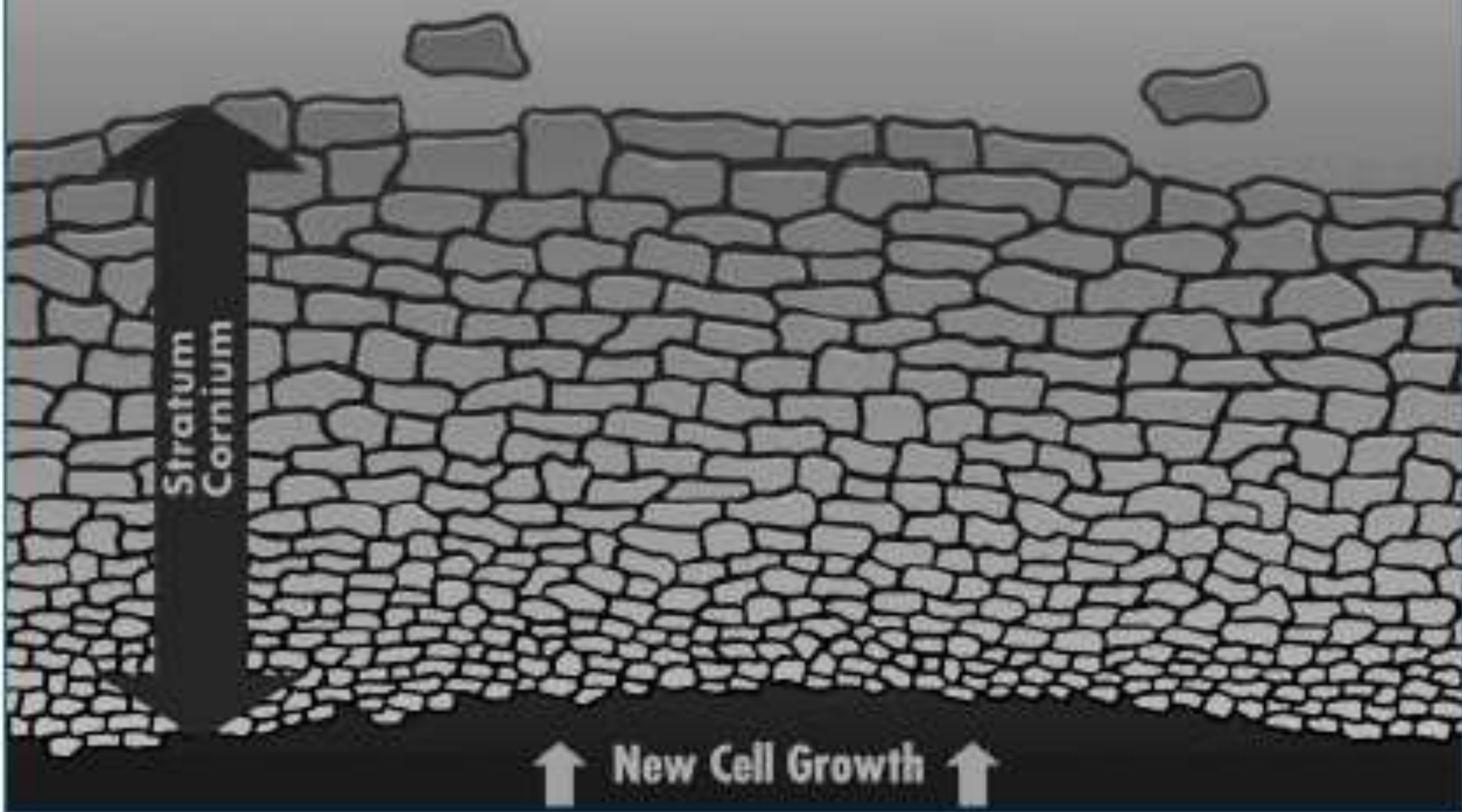


DAMAGED HAIR

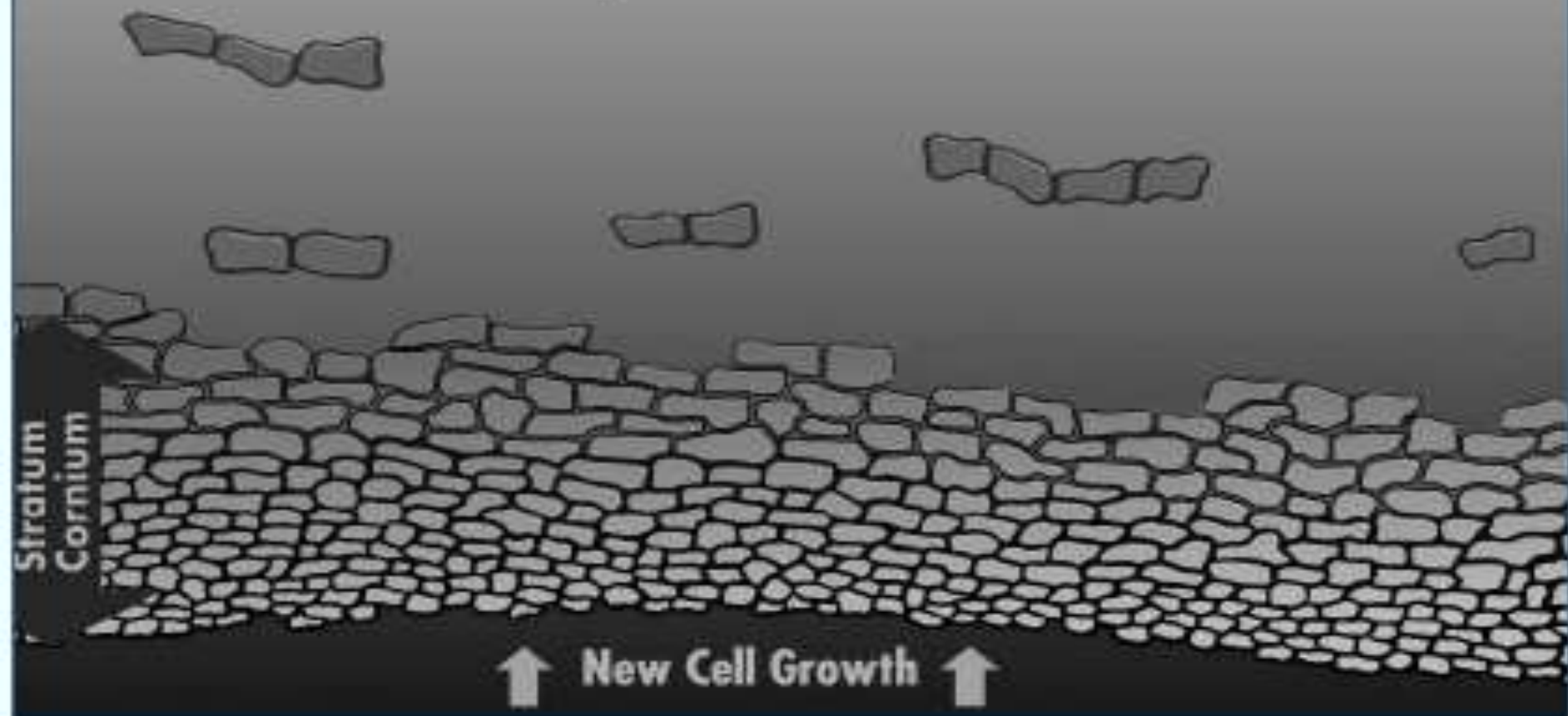


Dandruff Problems ???

Normal Scalp Skin Cell Turn Over



Dandruff Scalp Skin Cell Turn Over



Treated Scalp Skin Cells



The Mantra!!

STRENGTHEN,REJUVENATE,PROTECT

Things to remember, whilst choosing Hair Care products:

- ❖ Natural Renewing Technology
- ❖ *Ceramide Infusion System*
- ❖ *Natural Ingredients*
- ❖ Delivers Healthy Looking Hair
- ❖ PH Balanced
- ❖ Control Dandruff and sooth scalp



SKIN CARE

What Our Skin Goes Through Everyday...

Skin is on permanent display & is exposed to constant damaging effects by :

- 1) Free Radicals*
- 2) Photo damage (Sun Rays)*
- 3) Stress*
- 4) Lifestyle*
- 5) Erratic sleep cycles*
- 6) Long hours of work*
- 7) Environmental pollution*

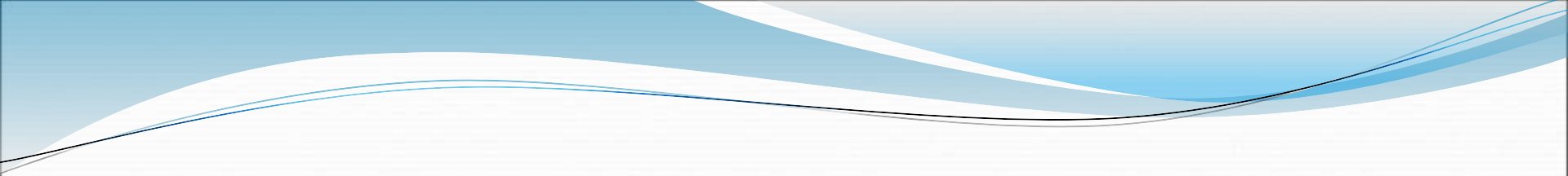


How this impacts our Skin...

- **Dull Skin**
- **Dry , Dehydrated Skin**
- **Aging Skin (Fine lines & Wrinkles)**
- **Pigmented Skin**
- **Loss of elasticity**
- **Lifeless and blotchy skin**

COMMON SKIN PROBLEMS

- 1) Pimples
- 2) Black Heads
- 3) Blemishes
- 4) Scars
- 5) Wrinkles
- 6) Alopecia (hair loss)
- 7) Hirsutism (unnatural Hair growth)



SKIN

V/S

AGE

SKIN V/S AGE

TEENS –

- ❑ Skin is firm, resilient and even.
- ❑ Know your specific skin type and the solutions that work best for you.
- ❑ The damage that occurs today will be evident tomorrow.
- ❑ Taking good care of your skin right now, will help you to stay younger for long time

TIPS:

Avoid UV exposure - Sun affects your skin long before you actually see the damage...and when you do, it's irreversible

Get into skin care habit - Start a twice-daily skin care regimen. Choose products that are designed to treat your skin right

Study Nutrition - Healthy eating will help you form a lifetime of good habits

Get Moving - Spend at least 30 minutes a day in exercise

SKIN V/S AGE

20S –

- Skin cells regenerate at top speed
- Complexion is generally smooth and radiant

TIPS :

Review your regime- Use products for fresh look at your skin

Moisturize - The right formula will keep your skin smooth and supple

Rethink the junk food – Too much sugar & fat can actually speed up the aging process

Exercise for fun - Fitness is for life

SKIN V/S AGE

30s –

- ☐ Aging, stress of a career, pregnancy-all lead to some significant changes in your complexion
- ☐ Few fine lines around your eyes and mouth, some loss of skin tone and even adult acne develop

TIPS:

Exfoliate – The cell turnover begins to slow, leading to dullness and uneven skin tone

Spot Check - Pregnancy often causes hormonal upsets which results into dark patches

Take your vitamins in food or prescribed by doctor - daily allowance of key vitamins like B6, B12, C, D and E will help fight disease and calcium will maintain bone density

Exercise- weight-bearing exercise builds muscle mass, which in turn supports the skeletal system

SKIN V/S AGE

40S -

- ☐ Deeper wrinkles ,less elasticity and firmness due to two main things-years of UV exposure and a declining amount of estrogen is common

TIPS:

Accelerate your skin care - Look for cleansers and toners with more moisturizing capabilities; rich crèmes that soothe and protect, increase the frequency of exfoliation treatments

Under eye care- skin around your eyes is thinner, so lines will be more evident here target this area with special formulas

Adjust your Make up - If you're in a make-up rut, take time to reassess your colors and formulas

Watch your weight - extra weight steals years from a woman's and man's life span. Maintain a healthy weight

SKIN V/S AGE

50s Plus –

- ❑ At this stage of underlying cells begin to flatten, causing it to become thinner
- ❑ Lower levels of collagen and elastin in the lower layers of skin can cause sagging

TIPS:

Lighten up - Dark spots become prominent as a result of the hormonal shifts of menopause and/or sun damage. Regular treatments with lightening products will diminish these areas and produce clear, even skin

Sleep on it - As you sleep, your skin works diligently to renew itself. A good night crème supports skin's after-dark efforts

Hair Removal - post-menopausal side effect for some women is increased facial hair

Challenge yourself - Stay out of emotional ruts by remaining open to new experiences, ideas and activities

Sunlight consists of 3 types of ultraviolet rays:

UVA rays are most common and cause skin aging and wrinkling. Tanning beds usually use UVA rays.

UVB rays cause sunburns, cataracts, and immune system damage.

UVC rays, the most dangerous, are absorbed by our ozone layer.

Fig. 2

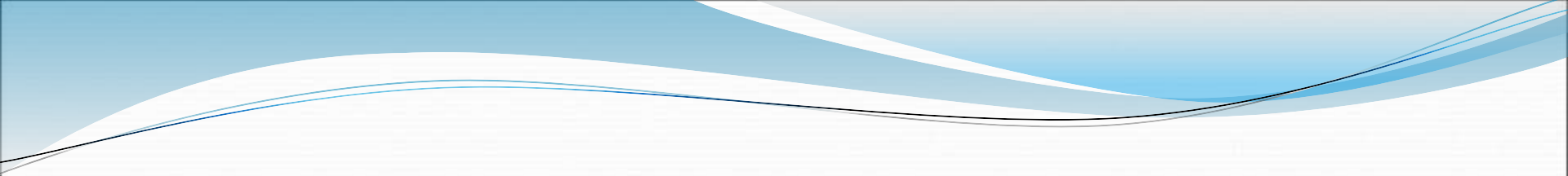
SUN - Ultraviolet light is the most important factor in skin ageing

Naturally aged face :

- ▶ Fine, smooth epidermis
- ▶ Plump dermis retains elasticity
- ▶ Lines and wrinkles form where face creases with expression
- ▶ Few spider veins and little mottling

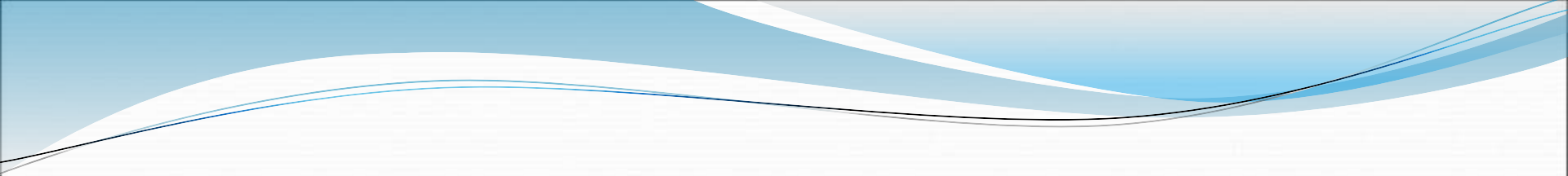
Prematurely or sun-aged face :

- ▶ Rough skin surface
- ▶ Thicker, toughened epidermis.
- ▶ Thin and less elastic dermis.
- ▶ Lines form even over areas that don't move- like cheeks.
- ▶ Surface littered with 'age' spot and spider veins.
- ▶ Areas of waxy white bumps (elastosis)



Factors Affecting Your Skin & Tips for skin care

1. **Sleep.** Get 7-8 hours at night.
Benefit: Your skin renews itself by building new cells while you sleep
2. **Vitamin C.** Eat vitamin C-rich foods and take a supplement for extra insurance.
Benefit: Vitamin C is a potent free-radical scavenger that's known for its corrective and preventive benefits for sun & environmentally damaged skin
3. **Water.** Drink 6-8 glasses of filtered water per day.
Benefit: improved circulation and accelerated cell growth
4. **Exercise.** Regularly.
Benefit: moving around helps revive circulation and speeds blood flow to the surface of your skin.
Added benefit: Exercise can help alleviate stress

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5. **Stress.** Relax your mind by exercising your body. Especially unclench your facial muscles.
Benefit: Relieving stress can mean avoiding blemishes, hives, colour loss and under-eye circles. Habitually tense facial expressions can create permanent lines
 6. **The "no-no's."** Avoid them. Your skin hates alcohol, tobacco and caffeine, and will show you by losing moisture or forming wrinkles that make you look older sooner
 7. **Natural aging.** As we age our skin becomes drier and loses elasticity, which can cause wrinkles & fine lines.
How to manage: Use a specially formulated age-defying moisturizer at night to nourish and renew your skin and reduce the appearance of fine lines and wrinkles
 8. **Sun** is the most damaging of all environmental factors. Continued exposure damages and wrinkles your skin. Sun exposure is also a major cause of skin cancer.
How to manage: Avoid long exposure and use a sunscreen -- every day. At night use a renewal moisturizer to repair damage

9. Low/high humidity. Low humidity robs your skin of essential moisture, while high humidity can make skin feel oily.

How to manage: Nourish your skin with a good moisturizer to fight low humidity. In high humidity, that oily feeling isn't moisture -- you still need a moisturizer that will help protect skin from dryness

10. Extreme temperatures. Both cold and hot temperatures with low humidity deplete moisture from your skin and leave it tight and dry.

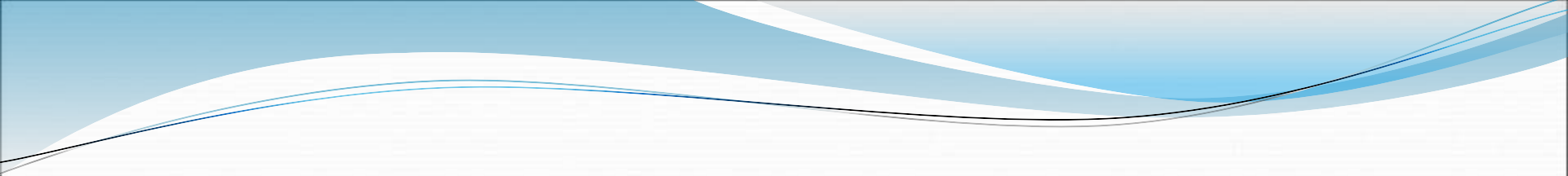
How to manage: Nourish skin with a good moisturizer. **Another hint:** Use lukewarm, not hot or cold water to rinse your face

11. Wind. Strong wind, especially with extreme temperatures and low humidity, can cause dry, flaky skin.

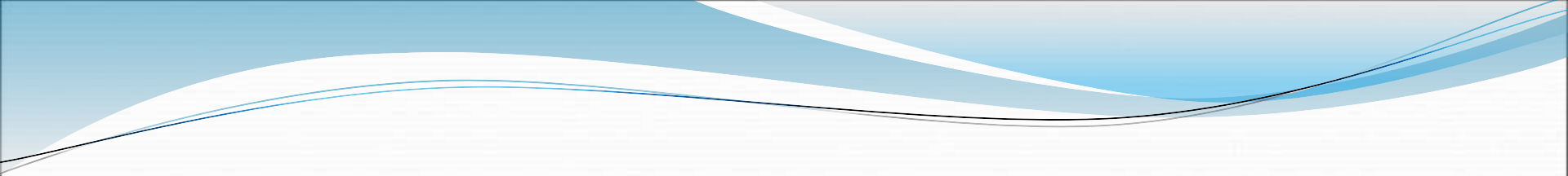
How to manage: Re-hydrate with a good moisturizer

12. Air pollution. Windborne dust, dirt, and smog can clog pores and choke your skin.

How to manage: Protect your skin with a good moisturizer that forms a "barrier" between you and that nasty stuff floating around you. Carefully cleanse and condition every night



SUMMARY



How to get good
Skin?

Judge your skin type



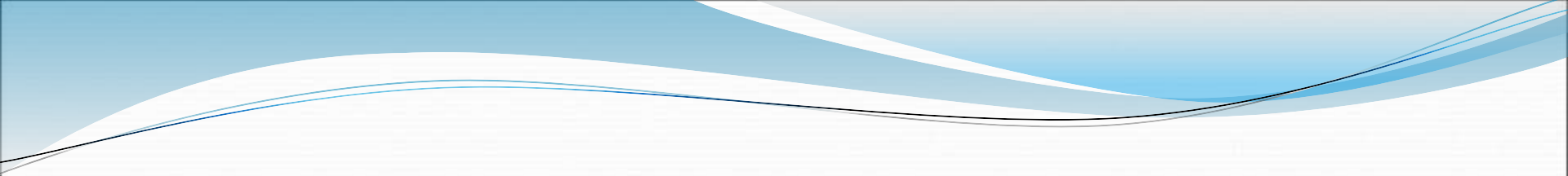
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graph TD; A[Judge your skin type] --> B[Normal]; A --> C[Dry]; A --> D[Oily]; A --> E[Combination];
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Normal

Dry

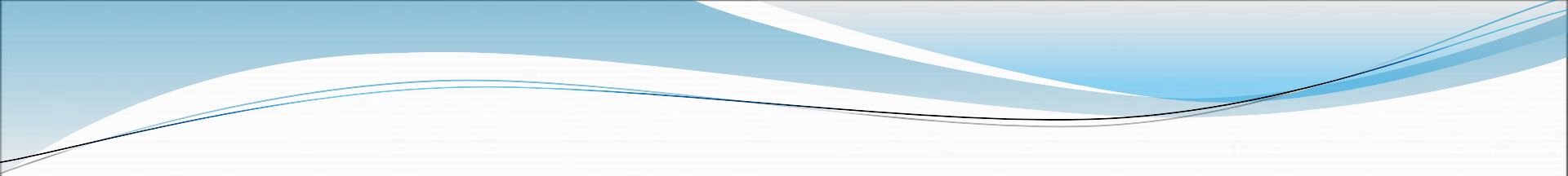
Oily

Combination



SKIN-CARE POINTERS

- **Choosing the correct type of cosmetics**



Normal - Dry Skin

Oil Based Formulations

Oily Skin

Water Based Formulations

SKIN CARE ROUTINE

- Cleanse your face twice in a day with an appropriate cleanser (Avoid using harsh soaps for face)

SKIN-CARE POINTERS

- Release stress through yoga, music or sport
- Apply sunscreen daily & at least 20 minutes before going out
- Reapply the sunscreen after swimming
- Fruit & vegetables keep your skin healthy
- There is no substitute for water



Make sure that you are adequately hydrated with an intake of at least 8-10 glasses of water every day



SKIN-CARE POINTERS

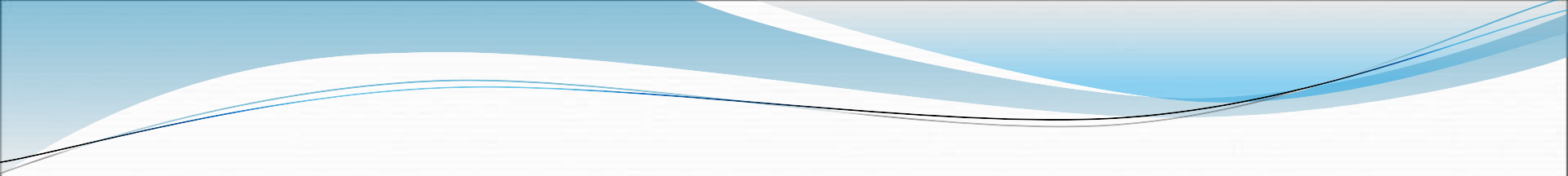
- Sleep is important. At-least 8 hours a day
- Never tug, pull your facial skin
- Avoid Smoking
- Don't sleep with make-up on

SKIN-CARE POINTERS

- If we spend a lot of time outdoor, environmental factors and pollutants do affect skin's health
- Toning helps keep our facial skin clear and firm
- Always use a light moisturizer and/or sunscreen after cleansing face

SKIN-CARE POINTERS

- Stay away from excess alcohol, smoking, fatigue and stress. Not only can these factors lead to premature aging, they also decrease facial circulation making you look older
- As skin ages, it needs to work harder to maintain its elasticity & Regular care is a must



Thank you