

# Specialty Skin Care

Official Publication of the Susan Eldridge, Editor Spring 2018  
SOCIETY OF PLASTIC SURGICAL SKIN CARE SPECIALISTS



From the  
Editor's  
Desk  
Susan  
Eldridge

*H*appy

2018! I hope this new year has been successful for you so far. It certainly has been busy for me.

This edition of the newsletter is always an exciting release—bringing all the details about our upcoming meeting in New York City! Our leaders have been working hard putting together a great program for us all. Our President, Cindy Steele, has shared some terrific ideas on things to do in the Big Apple. I am looking forward to seeing everyone new and old!

I want to thank our past and present Presidents for contributing; Cheryl Whitman has again shared some of her invaluable knowledge, and Heather Murray's insight into balancing work with family and personal time, I believe, is something we can all use in our very busy and demanding lives.

I cannot end this without sending

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## Five Steps to Overcome *Working Parent Guilt*

Heather Murray

I would bet good money that as a working parent you feel overwhelmed and guilty. The amount of work involved with consciously parenting is all consuming and although you expected it to be this way, knowing that doesn't help.

Like many women, I love my work and get enjoyment out of what I am paid to do, and it is almost unimaginable to think of not doing what brings me joy. Are you the same? And what I do has become who I am and where I get the most satisfaction, you too?

Both mothers and fathers take on raising children, and I know both are fully invested, however, it is normally the mother who keeps track of permission slips for the upcoming field trip or when the next wellness visit is scheduled at the pediatrician. We are the ones to plan lunches or order the class pictures. We connect with the other mothers and plan drop off and pick up. We choose the afterschool music lessons and when they are scheduled. Clubs our children have chosen to participate in after school are



another responsibility designated to mom. Parenting is more on the emotional side for mothers, and women worry about attending school performances and volunteering in the classroom.

With that being said, I speak to all parents who love having a family and at the same time enjoy their job which

brings them not only income but satisfaction. The good news is a work life balance is possible with a bit of focus on what is important.

Balancing family and work means we take care of both and take time to do each well. The way to manage both being a parent and a successful employee is to focus on quality, instead of quantity.

One of the biggest guilt moments happens when you can't attend something at school. Like most parents, you think it is important to be at every event and that you are the only one not there. Let me assure you, there are many working moms and dads who can't attend daytime school

*Continued on page 11*

### SPSSCS Mission

*The Society of Plastic Surgical Skin Care Specialists is a voluntary, non-profit organization dedicated to the promotion of education, enhancement of clinical skills and the delivery of safe, quality skin care provided to patients.*

### SPSSCS Board of Directors 2017–2018

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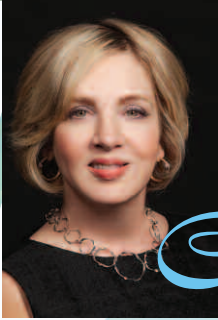
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*ASAPS Advisor*

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# THE PRESIDENT'S MESSAGE

## Cindy Steele, LA, NCEA



*A*s the President of SPSSCS, I'm

looking forward to seeing you all in NYC at our 24th Annual Meeting!

Your Program Committee has been working very hard on what I feel is going to be a very informative meeting for nurses, aestheticians, office and skincare clinic administrators and other medical professionals working within the field of plastic surgical and medical skin care.

The Keynote Speaker this year, Shannon Cassidy, should be most informative on the topic, Communicating for Results: Make Words Matter! We will all learn from this topic!

From the skin care topic survey we sent out, you have requested a great group of ideas for the Roundtable Discussions. These educational sessions are tailored to meet your needs. We will be having our regular discussions and will also be repeating it

again on Saturday, during the Breakout Session. We chose this route this year as many of you weren't able to rotate to all of the topic tables.

I'm most excited about the Educational Bonus presented by ASAPS, Cosmetic Medicine in 2018. This portion of the program is already included in your SPSSCS registration fee.

We are dedicating a portion of the program to the newly formed "Prestigious Past President's Club." Please be sure to attend, support and congratulate this incredible group of pioneering women. A special thanks to SkinCeuticals for sponsoring this portion of the program.

SPSSCS is proud of our members that gave of their time to volunteer at the Phoenix Society's World Burn Congress. Thank you, Jeannine Dabb, Theresa Palella, Elena Nelson and Alicia Barrera for being a part of this year's Image Enhancement Program Team.

### CINDY'S NYC TIPS FOR FUN—SOME SIGHTSEEING SUGGESTIONS:

- The 9/11 Memorial Museum
- Empire State Building Observation Deck
- SoHo and Little Italy Walking Tour
- Central Park

- Staten Island Ferry Night Skyline Tour
- Wine in the NY Botanical Gardens during Daffodil Celebration
- Metropolitan Opera House with Romeo and Juliet
- French Film Festival April 27-30th
- Tribeca Film Festival Lower Manhattan, April 18-29th
- STING April 25th at the Metropolitan Museum of Art
- Many Broadway shows! Be sure to check times and dates prior to the meeting.

For dining, if you aren't familiar, try Open Table to book and help locate your desired cuisine. The weather in NY in April is not predictable so may I suggest a lightweight coat, gloves, umbrella/rain gear and layered clothing.

I look forward to meeting our 26 new members. Please introduce yourself to me and let me know where you are from so I might welcome you personally to the most elite educational society of skin care specialists!

Thanks to all of the Board members for their hard work this year, the Program Committee and all of you that will be joining us in the Big Apple! ▲

## Are You Interested in Advertising in *Specialty Skin Care?*

PLEASE CONTACT THE  
SPSSCS CENTRAL OFFICE  
FOR COMPLETE INFORMATION

562-799-0466

OR VIA E-MAIL  
MISSY@SURGERY.ORG.

### FROM THE EDITOR'S DESK

Continued from Cover

my heartfelt condolences to the many friends and family of the talented and compassionate Maurice Stein. I had the privilege of meeting him at the World Burn Congress. Maurice gave his time, talent and cosmetics to help burn survivors look and feel better about themselves. He spent time teaching us, the volunteers, the special techniques of camouflage make up. I was a very lucky person to have been coached by him. Maurice was a very generous and caring man. He touched many lives and will be missed greatly. RIP Maurice Stein. ▲



# Past Presidents' Corner

Bea Hunter Erdman

## Q. HOW DID YOU BECOME INVOLVED IN OUR SOCIETY?

A. I was working with my husband, a plastic surgeon, as the office manager and starting a skin care business within the practice after getting my esthetician license. He sat a brochure on my desk about a meeting in San Francisco for skin care specialists working for plastic surgeons. I was so excited. Every year I attended the ASAPS meetings with Jim and enjoyed going but felt unfulfilled going to the fashion shows and other things they had for the spouses. Finally a meeting for me!

## Q. WHAT ARE YOUR MEMORIES OF THE HIGHLIGHTS OF YOUR FIRST MEETING?

A. I remember sitting way in the back of the room of the Palace Hotel at that inaugural meeting and in awe of these amazing women as they were introduced to the front of the room. I'll never forget it. There was Bea, Kim, Celeste, Betsy and others. They were true trailblazers. That first meeting was about peels, peels and more peels. Lasers didn't start coming out until following year. Back then, and for a few years, we would get a syllabus with all the presentations typed up in a binder. I still have those binders and reference to them often. I was asked by Kim Kelly's doctor who was on the Advisory Board if I would want to get involved. I was then asked by Celeste to be her Parliamentarian. I couldn't believe it. Boy did I memorize those Roberts Rules.

## Q. WHAT WAS YOUR FIRST ORDER OF BUSINESS AS PRESIDENT?

A. I was President for the 2002–2003 year and for the 9th annual meeting in Boston. One of the first orders of business was talking about the big event hosted at that time by BioMedic. I learned about how expensive it is to have the conference and had a new respect for what it takes. Another order of business was the future leadership and what we could do to get members to take that leap of faith.



DEBRA YATES – 9TH PRESIDENT OF THE SOCIETY OF PLASTIC SURGICAL SKIN CARE SPECIALISTS

## Q. AS PRESIDENT, WHAT WERE SOME OF YOUR BIGGEST CHALLENGES?

A. One of the biggest challenges is that the year you are President, it goes so fast. You try to have an impact. You work with your board to make a difference. My President Elect was Michelle Turley and she was also Program Chair. She turned out to be a valuable asset and still helps run the educational sessions. She is the one in the back of the room who lets us know when the speaker goes over time. I had an incredible Board with Sandra Adams, Denise Byrnes, Donna Chang, Marnie Runyan, Debbie Fligor, Kathryn Lau, Elizabeth Smith and Jeannine Dabb as my Parliamentarian. I enjoyed getting to know and work with our Executive Director, Sue Dykema and staff.

After I left the board, I was Editor of Specialty Skin Care for a few years. I still was trying to find ways to be involved. That was also a great experience for me.

## Q. HOW DID THE SOCIETY CONTRIBUTE TO YOUR PROFESSIONAL DEVELOPMENT AND WHAT HAVE YOU PERSONALLY GAINED FROM BEING AN SPSSCS PRESIDENT?

A. The SPSSCS played a huge part of making my skin care business successful. I would come back from the conference with renewed enthusiasm and energy and share what cutting edge procedures and products I learned with my patients. Both being on the board and having that leadership experience prepared me for a journey I have with nonprofits and working on boards in my local community.

## Q. WHAT DO YOU SEE AS THE SOCIETY'S BEST ATTRIBUTES AND BIGGEST CHALLENGES FOR THE FUTURE?

A. The Society hands down has the best educational program for medical skin care specialists and has kept the bar high at being the best. I am so proud of what we have achieved. It is always a challenge to find those special members who will step up to the Board and on to being an Officer. I can't recommend enough to take that journey to leadership.

## Q. WHY DO YOU CHOOSE, AFTER ALL THESE YEARS, TO REMAIN ACTIVE AND COMMITTED TO THE SOCIETY? WHY WOULD YOU ENCOURAGE OTHER MEMBERS TO BECOME ACTIVELY INVOLVED IN THE SOCIETY?

A. I'm always excited and look forward to coming to the meetings after all these years. I look forward to seeing dear friends each year and catching up. It is a passion and in our blood. Education is important, and I want to keep learning.

I would encourage members to get involved. Don't be the girl in the back of the room. Be a speaker and talk about your expertise at the podium. Get on the Board of Directors, make a difference and keep SPSSCS strong. I can't wait to see you all in New York!! ▲



# Key Ingredients for Medical Grade Skin Care Products

Cheryl Whitman

*Editor's Note: Cheryl Whitman will be presenting at Skin Care 2018 in New York—be sure to join us!!*

One of the most profitable opportunities for aesthetic medical professionals is helping baby boomers, and growing markets such as millennials, generation Xers, etc. fight the unwelcome effects of aging on their appearance. Many are engaging in simple preventative measures at a younger age to maintain their skin health so they don't end up looking like their mothers (or fathers). Branded skin care lines that offer recognizable, effective medical grade ingredients can help attract a significant and profitable following. Let's take a look at some of the key ingredients of medical grade skin care products:

**Squalane oil** is the saturated form of squalene, an oil that is produced by our own skin cells, but is also found in olives, sugarcane, wheat germ, rice bran, and palm trees. Once the squalene is hydrogenated, it becomes stable, a fully saturated oil with a long shelf life. It is an excellent ingredient in skin care products due to its light, non-

greasy feel and moisturizing effects. It helps prevent skin irritation, soothes cracked, chapped, or inflamed skin, helps fight bacteria, helps protect skin from oxidative damage, and provides better oil control for oily skin than jojoba. It may also help fade dark pigment over time.

**Hyaluronic Acid (HA)** is not new to the world of medical grade skin care. This time-tested, skin penetrating ingredient provides calming, hydrating and antioxidant properties that are great for all skin types, even skin suffering from eczema or psoriasis. Multiple molecular weights of Sodium Hyaluronate—the sale form of HA—are used, as well as encapsulated Sodium Hyaluronate, since each type targets the skin differently. As aging occurs, the body's collagen declines, the skin loses its ability to hold moisture, which results in laxity, loss of pliability, and diminished appearance. Wrinkles and discoloration become more visible. Sodium used with HA helps increase the cellular uptake. HA increase collagen production as well as attracting up to 1000 times its weight in moisture, plumping and hydrating the skin for a more youthful appearance.

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## KEY INGREDIENTS FOR MEDICAL GRADE SKIN CARE PRODUCTS

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**Simmondsia Chinensis (Jojoba) Seed Oil** is a super food for the skin. Jojoba oil is a golden colored liquid wax that is odorless. This highly potent wax is easily absorbed into the skin, delivering hydration and nutrition to skin cells. Jojoba contains Vitamins B and E as well as chromium, copper and zinc which reduces the appearance of fine lines and wrinkles.

**Prunus Armeniaca (Apricot) Kernel Oil** and Hydrogenated Apricot Kernel Oil are excellent ingredients for a wide variety of personal-care products, including: cleansers, depilatories, makeup, bath products, shaving products, suntan lotions, shampoos, and other skin care products. Apricot Kernel Oil contains oleic acid, linoleic acid, and small amounts of both palmitic and linolenic acids. As a result, Apricot Kernel oil offers excellent non-greasy skin moisturizing. It helps firm skin and helps ease inflammatory skin conditions such as eczema and psoriasis. The Vitamin K, E and Omega 6 fatty acids in the oil help eliminate dark circles under the eyes and fade facial wrinkles. As a massage oil, it helps ease sore muscles and painful joints. In hair care products, it stimulates hair growth and helps condition/moisturize hair. Apricot Kernel oil also helps protect skin and hair from sun damage.

**Amniotic Fluid** (Bovine or Porcine) is the fluid that surrounds the developing fetus and protects it from injury. Amniotic fluid derived stem cells and amniocytes have been shown to have healing properties, and has been widely used over the last century as a wound-healing topical. It is now being used with or in place of PRP therapy. Amniotic fluid reduces inflammation, increases cell reproduction, collagen fiber formation, and increases new blood vessel formation. Phosphatidylglycerol, a lipid or fat that is found in amniotic fluid, is believed to stimulate tissue growth, especially skin cells. The oil droplets in the emulsion are subjected to high-energy sound waves during processing to reduce their size to 1/10 the size of a human hair. This small size allows for greater skin penetration. Uses for amniotic fluid or phosphatidylglycerol include moisturizers,

shampoos, and scalp treatments. Amniotic fluid is expected to play a growing role in aesthetic products.

**Cerebrosides** (from plants) are a type of glycolipid – a combined fatty substance and a carbohydrate-- naturally produced in basal epidermal cells at the deepest layer of the skin. This plant-based lipid mimics one found in amniotic fluid. In the amniotic fluid, emollients and lipids replicate those found in vernix, the waxy coating on a newborn baby's skin. Cerebrosides are used in skin care products to produce a smoother skin surface with better hydration and moisture retention. They are especially helpful for dry, sun-damaged skin.

**Mandelic Acid**, an alpha hydroxyl acid extracted from bitter almonds, has long been used for its antibacterial properties and as an ingredient in chemical peels. A large molecule, Mandelic Acid is oil soluble, allowing it to work deeper into the pores, yet absorb more slowly than other alpha hydroxyl acids resulting in less skin irritation. It is best known for its gentle exfoliation properties and is therefore often chosen over glycolic and lactic acids. In addition, it is an excellent anti-aging ingredient, softening wrinkles and lines, lightening dark spots, accelerating cell turnover and strengthening collagen. It helps reverse damage due to sun exposure and aging and helps regulate sebum production, which helps reduce blemishes.

**Bio-Oil®** is a specialty skincare product for use on scars, stretch marks and uneven skin tone. It is highly effective for hydrating aging skin. The product contains PurCellin Oil™, a highly effective ingredient for anti-aging, which changes the formulation's overall consistency, making it light and non-greasy, allowing it to be absorbed by the skin.

**Tetrahexyldecyl Ascorbate** is a lipid soluble and stable form of vitamin C that is considered an analogue of L-ascorbic acid. It is shown to be less irritating than L-Ascorbic Acid and is being touted as more effective. Some researchers believe its fatty acid component helps aid penetration.

**Hexylresorcinol** is a skin brightening ingredient showing in vitro inhibition of melanogenesis and clinical reduction of ultraviolet-induced hyperpigmentation. It is

regarded as an efficacious hydroquinone-alternative without the irritation. Shows significant ability to inhibit oxidative DNA damage by modulating antioxidant enzymes.

**Niacinamide** or Vitamin B3 is indicated to suppress inflammatory symptoms in the skin, reducing the appearance of skin blemishes and congestion and addressing hyperpigmentation by calming melanocyte activity.

**Glutathione** or L-Glutathione (Reduced Form) plays an important role in preventing oxidative damage to the skin. In addition to its many recognized biological functions, glutathione has also been associated with skin lightening ability.

**Peptides** are not only the building blocks of proteins, but also act as messengers and cell-signalers. Peptide innovation is continuous and represents some of the most effective actives available to formulators, giving patients noticeable results. Peptides can induce and suppress many different skin functions, improving everything from fine lines, wrinkles, loss of elasticity, seborrhea, and inflammation.

**Growth Factors** are biomimetic peptides that stimulate biochemical pathways to help promote skin tissue repair and regeneration and formation of collagen and elastic fibers which give the skin its softness and suppleness. Synergistic interaction of multiple growth factors with other proteins in epidermis and dermis results in skin repair and regeneration.

**Sea buckthorn Oil** is a powerful antioxidant, rich in moisturizing omegas 3, 6, 7, and 9; noted for protecting the skin from aging free radicals and protects skin's moisture barrier. One of the most nutrient-rich cultivated fruits, high in Vitamins C, E and A and packed full of essential fatty acids, sea buckthorn is also anti-inflammatory and antimicrobial, and helps to soothe compromised skin and aid in tissue regeneration.

### STANDARD BACK BAR PRODUCTS OFTEN INCLUDE:

**Vitamin E** is an anti-oxidant that helps protect cells from free radical damage in the body. Vitamin E oil helps reduce skin

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# SPSSCS 2018 – 2019

## *Nominating Slate*

The Nominating Committee and the Board of Directors are pleased to recommend the following nominations for the 2018-2019 Board of Directors. The Nominating Committee consists of two SPSSCS members elected at the Annual Business Meeting, the two Board Representatives from The Aesthetic Society (ASAPS) and the SPSSCS Immediate Past President. Elections will be held during the Member Business Meeting on Thursday, April 26 at our 24th Annual Meeting in New York, NY



**PRESIDENT—  
AUTOMATIC FROM  
PRESIDENT-ELECT**  
Donna Erb—  
Wyomissing, PA, has  
been employed at Berks  
Plastic Surgery since 2005

as a licensed aesthetician and skin care counselor. With over 20 years of experience in the field of aesthetics, she finds great pleasure in educating her clients with information regarding non-surgical services such as microneedling, laser hair removal and treatment for rosacea. She has completed training in Obagi systems and specializes in advanced laser techniques. Donna has been a member of the SPSSCS for the last 11 years, has been an SPSSCS Board member for the last 4 years and is also a member of the Aesthetics Leadership Community.



**PRESIDENT-ELECT—  
ONE-YEAR TERM**  
Susan Eldridge—  
Portland, OR, has been a  
licensed aesthetician since  
1980 after graduating from  
the First National School

of Aesthetics in Boston, Massachusetts. She moved to Portland, Oregon in 1990 with her husband and three sons. Susan has been practicing aesthetic skin care in a medical environment for 22 years. She is currently working for Dr. Kathleen Waldorf at the Waldorf Center for Plastic Surgery specializing in the use of modalities such as ultrasound and microneedling along with pre and post-op treatments and clinical skin care consultations. A member of the SPSSCS for 21 years, she has volunteered with the World Burn Congress and as a Mentor to new SPSSCS members. Last year, she served on the SPSSCS Board of Directors as Secretary/Treasurer. Susan is an advocate of education and advancing her knowledge in the science of skin care.



**VICE PRESIDENT—  
ONE-YEAR TERM**  
Veronica Sanders, RN,  
BSN, CANS—Memphis,  
TN, has been the owner  
of Spa Therapies since  
2011 as a Registered

Nurse and Certified Aesthetic Nurse Specialist. With over 25 years of experience in plastic and reconstructive surgery, she continues to make it a priority to inform clients of the changing world of aesthetics. She is an expert at appearance counseling offering personal health and wellness recommendations with aesthetic therapies. She brings a wide range of experience to enhance the client's beauty such as injectables, laser, radio-frequency therapies, chemicals peels and permanent cosmetics. She continues to gain more knowledge nationally with specialized training on multiple modalities and skin care products. Veronica has been a member of the SPSSCS for the last 12 years. She is also a member of Meeting of the Masters and an active member of her community with the American Red Cross and American Nurses Association. She is currently seeking her Masters in Nursing for ANP. She has been on several mission trips to Poland, Africa, Romania and Germany for surgical needs of children with cleft lips/palates and burns.



**SECRETARY/TREASURER—  
ONE-YEAR TERM**  
Diane Cordon—  
Chicago, IL, has been a  
Licensed Medical  
Esthetician for 12 years,  
and is a graduate of Pivot

Point International. Diane has been employed with The Few Institute for Aesthetic Plastic Surgery under Dr. Julius Few for 5 years. She has advanced training in CoolSculpting, lasers and RF treatments. She also specializes in non-invasive skin care treatments such as microneedling,

microdermabrasion, medical grade chemical peels, and dermaplaning. With her HR background, Diane learned early-on that listening is key and makes it her goal to educate her patients for long-term results. Diane has been a member of SPSSCS for 5 years and a Board Member for one year. She is also a Board Member for The Few Initiative for Children.



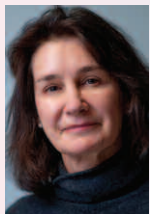
**MEMBER-AT-LARGE—  
ONE-YEAR TERM**  
Lindsay Cole—Toledo,  
OH, is a graduate of  
Summit Academy and has  
been practicing esthetics  
for 8 years. Lindsay has

been employed with evolv Plastic Surgery & Medical Aesthetics under Dr. Frank Barone for 6 years. In 2015, she received advanced training in permanent & corrective cosmetics at the Beau Institute in New Jersey. That same year she became a Licensed Esthetics Instructor due to her passion for educating and empowering patients and students in skin health. In 2018, Lindsay was chosen as one of 20 dedicated skincare specialists from across the United States to be an official member of ZO Skin Health's Skincare Advisory Board, and she feels honored to have been nominated by the SPSSCS Board members to hold a 2018–2019 Member-at-Large position within the organization. Lindsay loves helping others look and feel their best and places great value in the importance of ongoing education and training, which enables her to provide patients with the most result-oriented care possible.



**MEMBER-AT-LARGE—  
ONE-YEAR TERM**  
Meghan Rundell—  
Bloomfield Hills, MI, is a  
licensed aesthetician,  
certified laser technician  
and Practice Manager

with over 18 years of experience in the health and beauty industry. She has been employed with Dr. Ellen Janetzke for the past three years, and works as a private consultant for small businesses, medical spas, day spas, and medical practices. Her background in business growth and development has helped various businesses flourish and reach their full potential. Her Forbes training allows her to help staff members encourage a lasting patient retention rate. She has been a SPSSCS member for three years and is an affiliate member of ASPS. Meghan served as SPSSCS Parliamentarian in 2017.



**MEMBER-AT-LARGE—  
ONE-YEAR TERM**  
Maureen Sullivan, RN,  
CANS—Providence, RI,  
has developed her artistic  
skill working directly  
with Dr. Patrick Sullivan

for over 15 years. Maureen has traveled the world personally learning from the most respected injectors in the field. She has also received additional certification as a Certified Aesthetic Nurse Specialist. She is one of only a handful of nurses in the North East to attain this specialized certification. A graduate of the College of St. Teresa, Maureen also holds a Master's degree in Transcultural and Community Health Nursing from the University of Colorado and a Master of Business degree from Providence College. With her solid experience and education, Maureen has been able to build a very busy and highly respected Botox, Dysport, and facial filler practice. She has patients coming back to her from up and down the eastern seaboard including: New Hampshire, New York and Florida.

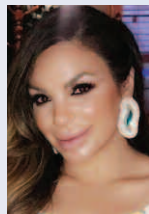
**NOMINEES FOR THE 2017  
NOMINATING COMMITTEE ARE:**



Denise Kail, RN—  
Virginia Beach, VA, has  
been an aesthetic nurse  
injector in the Hampton  
Roads region for 14 years.  
She has been a member  
of the SPSSCS since

2004 during which time she has assumed active roles in planning, philanthropy, and educating new nurse injectors. Denise has attended the World Burn Congress, an annual convention for burn survivors. She is trained in the Image Enhancement

Program, teaching creative make-up techniques for burn survivors. She continues to support the local burn trauma center as a community resource. Denise is currently working for Dr. Martin Carney, FACS, performing aesthetic injections, Pixel CO2 skin resurfacing, IPL and radio-frequency skin tightening. In her leisure time she enjoys spending time with her husband and young son. She is also the president of a non-profit organization, "The Got Sole Project," that supports the underprivileged.



Elena Nelson, RMA,  
RST, CIDESCO  
Diplomat—Yakima, WA,  
is a Licensed Aesthetician  
Certified in Medical  
Aesthetics, Licensed  
Esthetics Instructor, and

Master Lash Trainer, providing small group focused training through IACE Beauty. She holds the prestigious International CIDESCO Diploma and has been licensed since 2001. She is a certified professional makeup artist and has volunteered as part of the SPSSCS Image Enhancement team at World Burn Congress for the past 11 years. She developed Cascade Esthetics & The Make-Up Boutique while working with Dr. Hauge, board certified plastic surgeon, in 2002. She provides a full range of clinical anti-aging services and makeup artistry and specializes in healthy, glowing, skin specifically for the face! Elena has been involved in the medical/surgical field for over 16 years and holds two Allied Health Care degrees. She is a proud past president of the SPSSCS and has served in every position on the Board of Directors, on a variety of committees, and as a mentor. She has conducted Roundtables and contributed articles for "The Buzz" in SPSSCS Specialty Skin Care. Elena is passionate about technology, aesthetics, and healthcare and will be interning at the PNWU Osteopathic Medical School in March 2018 as their first CWU ITAM Intern. She is a Certified Sciton Laser Specialist and Laser Safety Officer and provides Sciton laser services at Yakima Plastic Surgery Center.

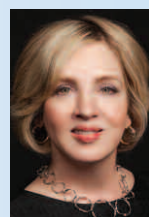
All nominees meet the qualifications required by the SPSSCS and are willing to serve in the designated capacity, if elected.

**POSITIONS NOT REQUIRING A VOTE:**



**PARLIAMENTARIAN—  
ONE-YEAR TERM  
APPOINTED BY THE  
PRESIDENT**

Karen Menard, RN—  
Houston, TX, has spent  
the last 35 years of her  
nursing career in Plastic Surgery. She is a Past President of the SPSSCS and has served on various committees over the past 23 years. She has presented at national medical and nursing conferences and in-service lectures at hospitals, as well as to residents and physicians at a university level. Karen's hospital experience included positions as Head Nurse in the operating room at Columbia-Presbyterian and New York University Medical Center and in Nephrology Research. Her office experience has been in office management, marketing, consulting in setting-up medical spas and opening the Plastic Surgery Institute in a hospital setting. For the past 22 years, she has worked with Dr. Donald R. Collins, Jr. doing skin care, peels, lasers and injectable therapies. She also trains for Lumenis, and has in the past for Allergan Bio-Medic and Glow Biotics MD, training medical offices in the use of various lasers, injectable therapies and skin care. Karen's love for aesthetics and education to her patients and constituents has kept her on the forefront of an ever-changing industry.



**IMMEDIATE PAST-  
PRESIDENT—  
AUTOMATIC FROM  
PRESIDENT**

Cindy Steele, L.A.  
NCEA—Little Rock, AR,  
is a licensed aesthetician  
and is a NCEA nationally certified skin care specialist. She has been in the skin care industry for 20 plus years and works at Advanced Aesthetics of Arkansas in association with Arkansas Plastic Surgery. The business specializes in body treatments, skin tightening therapy and a multitude of specialty lasers. A strong retail business is an integral part to her success. She has served on the SPSSCS Board of Directors as Parliamentarian, Secretary/Treasurer, Vice President and President, as well as the Scholarship and Program Committees. Cindy served on the Cosmetology Technical Advisory Committee Board as Vice President for a 2-year term for the Department of Health. She has recently achieved the credential of Lifetime Achievement certification from NCEA. ▲



# STRONG!

When strength is needed to transform skin appearance quickly with minimal downtime, few ingredients compare with Glycolic acid in safety and efficacy. The smallest hydroxyacid molecule, Glycolic acid penetrates deeply, providing a wide range of cutaneous benefits.

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Information for the skin care professional: ExfoMax Weekly is a topical solution applied with a pre-saturated pad designed to both exfoliate and smooth the skin.

Directions: Use once weekly or as directed. Cleanse skin. Smooth pad over areas to be treated. On first use, rinse off after approximately 5 minutes. If tolerated, contact time may be gradually increased to 30 minutes.

Precautions: For external use only. Keep away from eyes and mucosa. If contact occurs, rinse well with water. If undue irritation, redness, or itching occurs, discontinue use and consult physician. Do not use if pregnant or nursing. Keep out of reach of children. Sunburn Alert: This product may make your skin more sensitive to the sun. Use sunscreen, wear protective clothing and limit sun exposure while using this product and for a week afterwards.

How Supplied: 30 and 60 pad jars. Store in a cool, dry place.

Contains: Water, Glycolic acid, Benzyl alcohol, SD Alcohol 40-B, Strontium nitrate and Povidone. **US and Foreign Patents Pending**

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SKINLUMA™



## KEY INGREDIENTS FOR MEDICAL GRADE SKIN CARE PRODUCTS

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aging and wrinkles, encouraging more youthful looking skin. It is also effective as a moisturizer and at reducing skin inflammation.

**Ferulic Acid** is a naturally occurring plant-based antioxidant acid found in the seeds of some fruits, in grains, nuts, and some vegetables. In addition to its antioxidant benefits to the skin, it helps defend skin against environmental assault. This anti-aging powerhouse helps promote brighter, softer, smoother skin.

**Retinol**, also known as Vitamin A1, helps unclog pores, boost collagen to reduce fine lines, speeds cell turnover to help even out discoloration, increases skin elasticity and hydration, and smooths the skin.

**Hydroquinone** has been used for over 50 years as the most effective ingredient for fading uneven skin tone, dark spots, and lightening skin. It limits skin cells from creating an excess amount of melanin, which gives skin its color. It is a somewhat controversial ingredient, banned by the European Union.

**Butylene Glycol (BG)** is a small organic alcohol used as a solvent and conditioning agent. It increases skin penetration of other ingredients in a formulation by bonding with them and thereby boosting the overall effectiveness of a product. It thins the consistency of a formulation so it has a less greasy feel and serves as a solvent, allowing other ingredients to form a more homogenous blend. Finally, BG draws moisture to the skin cells, which helps ease the appearance of wrinkles.

**Sodium Alginate** is derived from seaweed. It produces a gel consistency when hydrated and helps soften and soothes the skin.

**Magnesium Carbonate (Magnesite)** is a mineral salt used to absorb oils, as a coloring or opacifying agent, as a bulking agent, and to adjust the pH of a cosmetic blend.

**Ceramides** are lipid molecules found in high concentrations within the cell membranes in the upper layer of the skin.

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### MEMBER PROFILE:

**Allie P. Henegar, LPN**

CHATTANOOGA, TN

I have always felt that people are born with a career path. One can choose to go with what they are driven towards or go astray. As a child, I thought I wanted to be a nurse because my mom was a nurse. As I grew older, I realized my heart and soul desired nursing. I knew I was born to be a nurse. From the moment I began to learn, I became hungry to learn as much as possible. My feelings remain the same today.

My career began in Ortho-Trauma. I loved it but an opportunity came along in Plastic Surgery that I felt compelled to take. I began work at the Plastic Surgery Group in Chattanooga, Tennessee. I loved every single minute of it. Over a period of two years, I learned more than I knew I was capable of learning. The job has given me experience working with hand, facial trauma, cosmetic, breast and other reconstructive patients. The amazing group of surgeons are also educators. Not only do they teach resident doctors, but they teach their patients and nurses as well.

In 2017 Katelyn, the aesthetic nurse for the practice resigned, and I was offered the position. She was amazing, and I knew I had big shoes to fill. I was excited, scared and intimidated. I took

every spare moment I had to research and learn as much as I could about skin care, injectables, facial anatomy, techniques and proper procedures. I began training with Katelyn, who prepared me for my training sessions with injectors from Galderma and Allergan. Those days have come and gone. I survived even though I think back to how scared I was and laugh.

I love coming to work every day and enjoy helping my clients feel better about themselves. I love teaching them about how to take care of their skin. I love that I can inject such a small amount of filler or collagen stimulant into an area someone is self-conscious about and change the way they see themselves. I am honored and grateful that I was given this opportunity. I know I have found my place, doing what I was meant to do. It's not just about filling people's faces up with fillers. It's an art, and every face is a canvas.

When I am not at work, I enjoy spending time with my husband, children and our dog, Remy. In the winter, we love to watch movies and ride side-by-sides in the woods, and in the summer you'll find us at our pool with sunscreen of course! ▲

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## KEY INGREDIENTS FOR MEDICAL GRADE SKIN CARE PRODUCTS

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They hold skin cells together, form a protective layer that plumps the skin and holds moisture. They serve as a barrier against bacteria and environmental pollutants. They are particularly effective in treating eczema.

**Gluconolactone** is a polyhydroxy acid (PHA) with skin conditioning properties and is used as an exfoliant. It is milder than lactic or glycolic acid, so is preferred for use on sensitive or mature skin.

**Future Trends in Ingredients:** The inclusion of Cannabis in skin products is a growth trend with studies currently underway in China and across the globe. Also trending upward is the use of stem cell and growth factors in skin care products.

**Things to Avoid:** Just as it is important to use medical grade, recognizable, and highly effective ingredients, it is also important to avoid paraben, fragrance, and any ingredients which are not "naturally derived." It is also very important to avoid making medical claims.

**In summary,** as science marches forward, the number of revolutionary new anti-aging skin care ingredients will continue to grow. Don't miss the opportunity to grow your bottom line through the development and/or extension of your own private label branded skin care line. Retail products allow your clients the opportunity to engage in skin care maintenance at home, and they keep them coming back to you for more. For more information on adding your own private label product line and boosting your profits, please see Chapter Two of my book, *Beautifully Profitable, Forever Profitable*, 5th edition. We, at Beautiful Forever Consulting are available to help you every step of the way.

*Cheryl Whitman is founder and CEO of Beautiful Forever, an aesthetic business consulting firm specializing in assisting physicians to identify and execute new business strategies aimed at improving their bottom line. Contact Cheryl Whitman by email at: Cheryl@beautifulforever.com or by telephone at: 561-299-3909.*

*Beautifully Profitable, Forever Profitable 5th edition is now available on Amazon: <http://amzn.to/2tZL3WP> ▲*

## FIVE STEPS TO OVERCOME WORKING PARENT GUILT

Continued from Cover

events. When your job requires you to miss the daytime activities happening at school, you can avoid the stress by preplanning what works for you and your children.

First, contact the school and get the yearly schedule of events. The important performances are generally on the calendar so that everyone knows when and where to attend. If they aren't, ask when the dates will be published. You can also ask which are typical yearly events for your child's grade level so that you know what to expect.

Second, after you learn the activities/events for the year, sit together with your child and choose which you will attend. You can't attend all, so with your child pick the important few and plan your work around those. Both parents can take turns attending and thus increase the number of performances and events that you can cover.

When planning which to attend it is important to remember none of the performances/activities are life and death. What matters here is that your child knows when you will be there and they can look forward to that. When you say you will, it is vital that you show up on time and keep your word. When you plan ahead with your child it teaches them that although you want to see \_\_\_\_\_, you can't, and they understand why. Preplanning also avoids disappointment on the day of.

This is a more realistic approach even though in your heart it may feel awful. We all feel guilt and to help you put this into perspective, take a moment to think about which school events your parents attended. I know mine came to nighttime performances but daytime things were not something they could attend. I don't remember being disappointed and now that I think about it, I don't even remember what I was in, especially when in elementary school. Feeling guilty is something every parent feels but I want you to realize that isn't serving

you well. Instead of guilt, which doesn't solve any problem, focus on the quality of time with your child.

Third, when you are with your child, be present. Spending a quality 10 minutes is far better than hours together being focused on other things. When you are with your child, listen carefully to what they say. Generally, when children are heard on a regular basis, they don't feel compelled to talk nonstop and they know they are loved.

Fourth, in addition to planning to attend school events during the year, make a weekly schedule of working on homework, projects and who is dropping off or picking up and let your children know the details. A weekly schedule allots together time and also lets children know that you are placing them first when scheduling, and that speaks volumes about how important they really are to you.

Fifth, not being with children every minute teaches them to help care for themselves which in turn helps them develop confidence. They realize you believe in their abilities and that they too can help with the family. This is a wonderful unspoken message for your child to receive.

Last, but not least, working is something everyone must do, and balancing work and family is an important skill to model well.

*Heather Murray is a professional educator, school administrator, child development specialist, and family organizational expert. Her emphasis on work-life balance and child-rearing navigational instruction has helped many professionals in all fields better address and prioritize the needs of their families while still having time to dedicate to their demanding careers. For more on this vital topic visit [raisinggoodhumans.com](http://raisinggoodhumans.com).▲*



# Specialty Skin Care

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