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prone skin.

Serums: The goal of a serum is to transform the skin, to brighten, and to correct skin conditions such as signs of aging, acne, pigmentation, and stretchmarks. Effectiveness depends on the quality of the ingredients, a high percentage of actives, the choice of ingredients that work well together, and the quality of the formulation.

LOOK AND FEEL

Oils: How oils feel depends on how the oils are extracted from plants and how they are refined; two oils by the same name are not necessarily equal. Refined oils feel lighter and absorb better into the skin without leaving a greasy feel. Other oils or oil blends feel sticky or heavy on the skin, especially in warm and humid climates.

Serums: Serums are liquids or gels that absorb very fast into the skin when massaged until no gel or wetness can be felt under the fingers. They work even better when applied over a hydrating toner. They give suppleness and a silky feel. It is best to follow the serum by massaging a moisturizing cream or gel.

COST

Oils: Generally, oils or blends are reasonably priced because the raw materials are not very expensive. The higher quality oils and organic oils, while a little more expensive, are well worth the cost because they retain more therapeutic qualities and nutrients compared to lower quality oils and do

skin and body.

Serums: Prices, for the most part, depend on the quality, cost, percentage, and purity of the active ingredients used. Serums developed to deliver good results on the skin contain ingredients such as plant extracts, vitamins, or algae. Costlier ingredients include multiple peptides, resveratrol, stem cells, and highly sophisticated yeast extracts. Some of those ingredients cost many thousands of dollars per pound, so all ingredients are not equal.

Understanding these key differences will help professionals in deciding when to use serums or oils when purchasing and recommending products.



Catherine Atzen, formulator of ATZEN Superior Organic® Skin Care, distributed by California Skin Care Supply (800-500-1886 or californiaskin.com), was named a Legend by DERMASCOPE Magazine for her industry contributions. She is recognized for coining the term "day spa" and setting its standards. Atzen also developed the LymphMed® device for lymphatic drainage massage. She holds an MB from the Haas School of Business, UC Berkeley; an MBA from Columbia University, New York; and a CIDESCO diploma. Atzen takes progressive approach to skin care and product ideation. Her inspiration stems from her upbringing in a green, French, spa town and the creativity of Silicon Valley where she resides. catherine@atzen.com c atzen.com



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SKIN BEAUTY

Renew Serum

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