

Fact Vs. Fiction: The Top Ten Myths About Anti-Aging Skin Care

(NAPSA)—An important part of caring for your skin is learning more about skin care myths and the misleading claims that some products make.

To help you make an informed decision, Dr. Vic Narurkar, assistant clinical professor of dermatology at University of California Davis Medical Center, created a list of 10 common anti-aging skin care myths. The facts may help save you time and money while improving your results:

Myth #1: You can get a face-lift in a bottle.

Fact: That's an unrealistic expectation. Face-lifts are surgical procedures, and there are no skin care products that will achieve the same outcome. However, for those looking to correct the signs of sun damage and prevent new damage from forming, a physician-strength, anti-aging skin care regimen may be the best solution.

Myth # 2: Good advice can come from anyone.

Fact: There's advice and then there's expert advice. Only a skin care physician, such as a dermatologist or a plastic surgeon, has been through medical school and residency training completely focused on skin and its care.

Myth # 3: All skin care product claims and promises are true.

Fact: Only claims made by prescription products are reviewed by the U.S. Food and Drug Administration (FDA). A recent survey conducted by Allergan, a leader in anti-aging skin care, discovered that nearly 70 percent of women did not know this.

Myth # 4: The newest ingredients are the best and most effective.



Buyer beware. Although skin care products make lots of promises, they may not always deliver. Talk to your skin care physician about the best skin care regimen for you.

Fact: Just because a product contains the newest ingredients on the market doesn't mean it will deliver results. More important is the formulation and the science behind the product, such as in the VIVITE™ anti-aging skin care line. Clinically shown to help reduce fine lines and wrinkles, VIVITE™ uses *GLX Technology*™, which creates a highly specialized blend of hydrating glycolic acid and powerful, natural antioxidants that work to renew skin.

Myth # 5: No pain, no gain.

Fact: Irritation doesn't ensure good results. Many very effective products and ingredients can work well—without irritation, dryness or peeling. In fact, glycolic acid, a gold standard anti-aging ingredient that pulls moisture into the skin, can be partially neutralized to maximize results and minimize irritation.

Myth # 6: Expensive products work better.

Fact: There is no direct correlation between cost and results.

Myth # 7: All antioxidants are created equal.

Fact: Antioxidant effectiveness is measured by an environmental protection factor (EPF), which works similarly to the sun protection factor (SPF) that rates sunscreen strength. In an EPF study, the superpotent antioxidant idebenone—the active ingredient in PREVAGE® MD anti-aging treatment—scored the highest of five antioxidants with an EPF of 95 out of a possible 100.

Myth #8: It doesn't matter where you buy your products.

Fact: Products offered through a doctor's office can contain active ingredients at a higher percentage. Plus, there is an added benefit of buying products with a physician's guidance. VIVITE™ and PREVAGE® MD anti-aging treatments are sold only through skin care physicians nationwide.

Myth #9: Skin care is less important than procedures.

Fact: Topical skin care should be used alone or in combination with other cosmetic procedures to protect and maintain anti-aging efforts and help prevent the signs of aging. To make the most of your investment in cosmetic procedures, use a good skin care line.

Myth # 10: One size fits all.

Fact: There is no single approach that works well for all skin types. A skin care physician can develop an appropriate regimen, monitor improvement and make changes based on the results.

In the survey, almost 64 percent of women said they would choose a skin care regimen that followed physician guidelines.