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NEWS FROM ESSEX SQUARE, Sally Hanson

HOURS: MON.–THURS. 10-6, FRI. 10-6, SAT. 10-5, SUN. 12-4

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Breast Cancer Awareness Before & After Makeover Contest begins September 1

We are proud (and very excited!) to present our first-ever Breast Cancer Awareness Before & After Makeover Contest, beginning September 1. Let us show you how beautiful you can be! Come in between September 1 and 30 and, with a \$55 minimum purchase, enter our makeover contest. Please call ahead for an appointment. We'll take your photo before and after your makeover, then post the photos on our contest board.

Voting will be open to the public during the first two weeks in October, which is Breast Cancer Awareness Month. Voters will make a contribution to the Deanna Favre Hope Foundation under the makeover photo of their choice. The contestant who receives the most votes will be our grand prize winner.

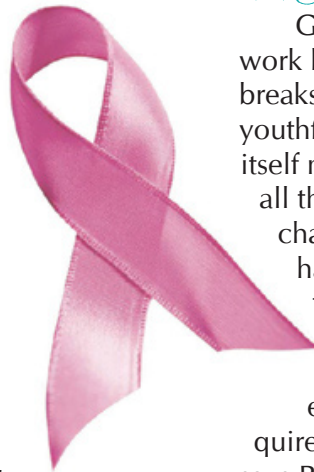
The Grand Prize is a \$100 Merle Norman gift certificate, a manicure and pedicure complements of Lavie Nails & Spa, and a haircut and style complements of Brios Hair Design. The runner-up will receive a \$50 Merle Norman Gift Certificate.

Schedule your appointment today and help us raise money for this wonderful and worthy cause. Together, we can make a difference in the fight against breast cancer.

You can get AMAZING SKIN in four simple steps

Most women obsess about wrinkles the way teens obsess about pimples—but fine facial lines aren't the only age giveaway. Dermatologists agree that the single best way to look younger is to deal with all four big issues: wrinkles, sagging, discoloration, and redness.

"The key is to treat your face as a whole," says Robert Weiss, M.D., associate professor of dermatol-



ogy at Johns Hopkins University. "If all you work on is wrinkles, no one will ever tell you what great skin you have."

Here, the best advice for anyone who's already celebrated her 30th birthday.

1. SAGGING SKIN

Gravity does take its toll, but something else is at work here: Over time, the skin's underlying structure breaks down, robbing our faces of their definition, youthful plumpness, and resilience. Skin also renews itself much more slowly than it once did. Thanks to all these factors (not to mention genetics, weight changes, and sun damage), skin starts to sag and hang. And some doctors say that once skin starts to slacken, pores often look larger, as if they've been stretched out of shape.

WHAT CAN YOU DO AT HOME? No easy fixes here. "Tightening sagging skin requires more intervention than any other problem," says Ranella Hirsch, M.D., spokesperson for the American Society for Dermatologic Surgery. A good moisturizer will plump skin temporarily, Dr. Hirsch says. But if the cream is too heavy, it will clog those oversized pores. The best at-home solution is what the beauty industry calls an "active" treatment, such as an over-the-counter vitamin A (known as retinol) cream, vitamin C serum, and alpha or beta hydroxy acids (AHAs or BHAs).

Try Merle Norman Brilliant C Brightening Serum with Luxiva Renew or Luxiva AHA Intensive Complex. These usually go on at night and help skin renew itself faster and look firmer.



2. ROUGH TEXTURE (AND YES, WRINKLES!)

Why can't we all have baby-smooth skin? As your body ages, it produces less oil (which means the skin—especially the top layer—gets drier); plus, your skin's under-the-surface structure is not as elastic or supple as it used to be, so it takes longer to bounce back than it once did. The visible results of these changes: fine lines,



DISCOVER JUST HOW BEAUTIFUL YOU CAN BE!

deep wrinkles, dry patches, crepey areas, and increased healing time for scars and breakouts.

WHAT CAN YOU DO AT HOME? Staying moisturized is vital to keeping your skin plumped up and healthy looking, so use a moisturizer twice a day, in the morning and before bed. We recommend Luxiva Wrinkle Smoother to deeply hydrate the skin and minimize expression lines. Luxiva Wrinkle Smoother provides time released moisturization.



While moisturizer helps, it can't do the whole job. To treat texture issues along with the dryness, go for an active treatment contain-

ing vitamin C serum and alpha beta or hydroxy acids (AHAs or BHAs). Try Merle Norman Brilliant C Brightening Serum, Luxiva Renew, and Luxiva AHA Intensive Complex will improve your skin's texture, too.



If your skin is reasonably tolerant, do an at-home peel or use a microdermabrasion product. Try Merle Norman Luxiva Derma Peel System along with Micro-Refiner to

gently remove dead skin cells on the skin's surface to unveil vibrant, younger looking skin.

3. DISCOLORATION & DULLNESS

Though we hate to see a new wrinkle, it's often random facial spots and patches of darkness that make us look tired or older. In fact, one Procter & Gamble study found that people were perceived as older simply because of their skin tone. Pigmentation problems are often a result of sun damage.



Another instant ager: dullness, which usually results from dead cells collected on the surface of the skin.

WHAT CAN YOU DO AT HOME? First, study your skin when it's clean. If you see unevenness, start using the active combination of vitamins A and C to help skin turn over old cells and reveal new ones faster. The result is brighter skin and less noticeable pigmentation. Again, try Merle Norman Brilliant C



Now available— Four types of facials

Derma-Peel Facial: A two step system that dissolves the "glue" that holds dead skin cells on the surface to unveil younger looking skin.

Clay Mask Facial: Kaolin clay draws out impurities, controls oil, and minimizes pores for a deep-down clean feeling.

Micro-Refiner Facial: A gentle alternative to microdermabrasion that delivers dramatic exfoliation.

Miracol Facial: Deep cleansing mask that removes impurities without drying the skin.

Brightening Serum with Luxiva Micro Refiner and Luxiva Derma Peel System. Luxiva Micro Refiner delivers dramatic exfoliation, reduces the appearance of fine lines, and improves overall appearance of skin, resulting in younger looking skin.

4. REDNESS & SENSITIVITY

Skin gets thinner and more delicate over time, and blood vessels weaken and enlarge, so many women develop this type of discoloration as they age. Age-related redness can be heightened if you also have reactive skin (meaning you flush easily), visible "broken," or dilated, capillaries, or rosacea.

WHAT CAN YOU DO AT HOME? While active products are usually very helpful, they're a mistake for women who have sensitive skin. If a cleanser or moisturizer tingles or burns, trade it for something gentler, a product that doesn't irritate your skin. Try our Delicate Balance Skin Care line for sensitive skin along with Luxiva Changing Skin Treatment that has soothing botanicals and soy to hydrate and counteract dryness.



Our trained staff is here to help you choose the right products for your skin and address all of your skin care concerns. Call 244-0408 or stop in the studio any time to ask questions and try our products.

(Excerpts taken from "Your Skin: Are you doing too much or too little?" by Holly Crawford, Good Housekeeping, April 2007)



REFER A FRIEND TO OUR STUDIO—when she spends \$50 or more, you will receive a \$25 gift certificate!