

Moving into the 21st century, dramatic shifts in demographics are occurring and reshaping the structure of society. Distribution trends are creating viable opportunities for businesses well positioned to meet the changing needs of the consumer market. The increasing number of aging baby boomers is predicted to have a dramatic impact on the health care system and any other businesses that service their expected needs. The 78 million baby boomers are the driving force behind the economic and social trends in our present society. They are more educated, possess more disposable income than their predecessors, and are open to new ideas and technology. What do baby boomers want? What are their needs? How can estheticians help them? In exploring the possibilities, esthetic professionals will find that they can benefit from providing for baby boomers' needs.

Perception of aging

Aging can be defined as the progressive accumulation of changes in an organism that increases the likelihood of diseases and death. The term "aging" tends to infer a negative connotation and aging individuals often are thought of as somewhat dysfunctional in society. The typical perception of an aging person includes wrinkled, crepey and discolored skin; age spots; and abnormal skin growths. This is compounded by loss of memory; poor vision; poor mental and cognitive processing; bent-over posture; and slow metabolism.

The Business of ANTI-AGING

by pat lam

A poll published in *U.S. News and World Report* on July 29, 1996, indicated that the cosmetic nature of aging is a deep source of anxiety to aging baby boomers. Weight gain was cited as a top priority followed by hair loss, facial wrinkles and gray hair.

Although many aging theories prevail and are disputed by some scientists, there is one notable common theme—these age-related changes are caused by both genetic and environmental factors. The huge amount of research conducted on the prevention and control of age-related diseases has resulted in a new sub-specialty of medicine called *anti-aging medicine*. Society is poised at the threshold of a major paradigm shift in the perception of aging, which can be described as chronological or biological. *Chronological age* is the number of years experienced by the organism and cannot be changed. *Biological age* refers to the mental and physical state of the body. The focus of anti-aging medicine is on slowing down or reversing the biological age so that it is possible for a healthy, active 80-year-old man to carry the biological age of a 35-year-old because he possesses the mental alertness and healthy vigor of a younger man.

Unlike conventional medicine that treats the onset of diseases as they occur, in aging, preventive health care treatments are used to *prevent, delay* or even reverse age-related diseases.

Human life span has extended in this century because of advances in medicine, nutrition, sanitation and other interventions. The average life span today is 73 and 79 respectively for men and women, and the predicted life span within the next 20 years is 100 years. This means that there will be a heavy impact on our health care systems as the aging population becomes afflicted with the debilitating diseases of age. Generation X will pay a high price for social support. How can this be prevented? Degenera-



Pat Lam is vice principal at Lam School of Advanced Esthetics in Scarborough, Ontario, Canada. A CIDESCO diplomate, she also has received board certification as an anti-aging health practitioner from the American Academy of Anti-Aging Medicine. Lam has been an educator in the health and beauty field for the past 25 years, and her interest in health and physical fitness stems from her work both as an educator and as a therapist in her clinics.

Editor's note: *Skin Inc.*® magazine recommends that skin care professionals obtain specialized training before offering any new services.

that carry health benefits without the undesirable side effects of drugs are compounds such as nutraceuticals, including isoflavones, plant hormone phytochemicals, herbs and homeopathic products.

Cancer

Apart from genetics, most cancer diseases can be avoided by implementing proper lifestyle habits early in life. After skin cancer, prostate and breast cancer are the two most common cancers in men and women respectively. For early detection, attend regular screening tests for breast, prostate and skin cancers. Eliminating smoking can help reduce lung cancer; little or no alcohol will lessen liver cancer; low saturated dietary intake will decrease colon cancer; and using sun protection can help prevent skin cancer.

Diabetes

Chromium is an essential trace mineral that helps insulin to metabolize carbohydrates and reduce blood glucose levels in diabetics. Using chromium supplements such as chromium picolinate have been found to reduce diabetic conditions and simultaneously help reduce cholesterol levels in heart disease patients.

healthier and more active life.

Osteoporosis

Bone mass declines 1% per year in the mid-'30s and bones become porous and brittle, leading to the humped appearance of osteoporosis. Together with sufficient calcium and vitamin D, weight-bearing exercises aid in building up bone mass and strengthening joints. High-risk individuals for osteoporosis are small-boned Caucasian and Asian females. Hormonal replacement therapy, particularly progesterone, also play a key role in building bone mass.

Importance of exercise

Exercise is the simplest and least expensive anti-aging tool. The numerous benefits include:

- Increased lean body mass and reduced body fat
- Improved mental alertness
- Increased endurance, flexibility and coordination
- Reduced stress

Work can be done with a personal trainer in this important area of anti-aging, and better yet, participation in a regular fitness program will provide many of the needed exercise benefits in an anti-aging program.

Hormone replacement therapy

The value of hormone replacement therapy (HRT) has become increasingly important in anti-aging research, particularly estrogen and growth hormone therapy.

From the scientist
who made

skin look younger...

A superior new skin rejuvenation system!

with the Vivant Skin Rejuvenation System I and System II, James E. Fulton, M.D. PhD, the brilliant researcher, cosmetic surgeon, and dermatologist who co-developed Vitamin A acid, later known as Retin A** revolutionizes skincare once again.

These two anti-aging systems work to regulate cells accountable for the deterioration and aging of skin.

According to the damage that skin may have sustained, they will consistently help restore it to its former tone and youthful appearance, as well as prevent any further cellular degeneration.

The entire program can be tailored to the clients desired time frame, but epidermal turnover will be evident in every client in approximately two weeks.

Skin Rejuvenation
System I



Skin Rejuvenation
System II



WARNING

All Vitamin A's are not created equal. Vivant's formulations do not use Retinol Palmitate. Vivant's patented form of Vitamin A is better utilized by the skin for faster results.

To find out more about this extraordinary line,
please contact our office.

VIVANT

Call Toll Free
1-877-9-VIVANT

FAX: 1-888-9-VIVANT

E-MAIL: VIVANTINC@MSN.COM

*a registered trademark of Ortho Pharmaceuticals

Circle Reply No. 401

CONSERVATORY of ESTHETICS®

AMERICA'S LEADING
LEARNING CENTER FOR
ADVANCED SKIN CARE, SPA
AND MAKEUP EDUCATION



Regularly scheduled classes in:

- Skin Esthetics
- Facial Massage
- Spa Wet Room Treatments
- HydroTherapy Tub
- Professional Salon Makeup
- Photo & Video Makeup
- Camouflage Makeup
- Reflexology
- Aromatherapy
- Reiki
- Ayurvedic Treatments
- Speed Waxing
- and much more

CHICAGO CAMPUS
800.633.5638

LOS ANGELES CAMPUS
800.249.2106

COLORADO SPRINGS CAMPUS
800.821.0329

ORLANDO CAMPUS
800.633.5638

RICHMOND, VA CAMPUS
800.633.5638

PHILADELPHIA CAMPUS
800.633.5638

For a free class catalog call 800.633.5638

Estrogen replacement therapy. The sex hormones estrogen and androgen are responsible for the growth and sexual development of the body. Estrogen levels decline at menopause leading to aging symptoms such as hot flashes, loose wrinkled skin, atrophy of sex glands and osteoporosis. In males, reduced androgen levels result in smaller muscle and bone mass, and impotence. The anti-aging effects of recombinant sex hormones have been established by anti-aging scientists, such as estrogen for reducing the negative effects of menopause.

Growth hormone therapy (hGH). Growth hormone is one of the most important hormones being studied in anti-aging. It is an important anabolic hormone for protein synthesis and lipolysis in the skin, muscles and liver. hGH production peaks before age 20 and steadily declines afterward so that at age 80, the body has about 1/10 of the hGH level from its youth.

The cosmetic nature
of aging is a deep source
of **anxiety** to aging
baby boomers.

The Beauty of one's Skin can only be measured by the Quality of Care.

- Cell Structural Enhancement, C.S.E.™
- Aromadynamics
- Exfoliating Treatments
 - Six Phase Glycopolymer
 - Microdermabrasion
 - Enzyme Therapy
- Lymphatic Drainage
- Magnetic Therapy
- Multi-Vitamin Treatments
- Transdermal Therapy

Redefine your Silhouette

- Leg Therapy: Frigibas Treatment
- Lymphobiodermie
- Kineplasty Cellulite Therapy
- Vacumobilization Scar and Stretchmark Treatment.

Enhance your beauty



Redefine your Silhouette



Rediscover shapely,
young, healthy legs



1.800.833.5341

Anti-aging health practitioners believe that by replacing the hGH level before it tapers off at about age 40, the body can help to maintain its youthful appearance and vigor and simultaneously prevent or retard the effects of age-related diseases. hGH production also is stimulated by exercise and taking a combination of specific amino acids such as arginine and lysine. However, before embarking on HRT, it is very important to undergo a battery of "biomarker" tests to determine a baseline measurement of hormones and other body deficiencies. A follow-up examination should be conducted in six months to note improvements. Anti-aging medicine, therefore, can be described as the power of synergistic action of optimal nutrition, regular physical exercise and HRT.

The health practitioner

Because anti-aging health practitioners are restricted from administering hormonal injections, they can form an alliance with anti-aging physicians for administering different HRT injections and other cosmetic-medical services. On the other hand, analogues of growth hormones called *secretagogues* are available in the form of nutritional supplements and can be marketed by all health care professionals including estheticians. In some countries, other hormones

such as melatonin are nonprescriptive and can be purchased in health food stores.

Nutrition, exercise and supplemental hormones help to combat the degenerating effects of aging internally, but what about the external signs of aging that have been shown to cause greater distress to the aging baby boomers? It seems incomplete to have a healthy attractive body yet have wrinkled, crepey skin with abnormal growths. No wonder the baby boomers show such anxiety about their physical appearance of their skin. This is very good for the skin care profession, however, baby boomers need to know they can find the best results from you.

The following preventive therapies can be given by the esthetician to counteract the aging processes:

- Skin treatments to prevent premature skin aging and keep the skin more youthful using advanced skin resurfacing technologies. These include:

Baby boomers have **greater** economic clout and consume more goods than their predecessors.

1. Microdermabrasion or alpha hydroxy acid peels to help smooth, refine and rejuvenate the skin's texture and elasticity.
 2. Topical active ingredients such as serums, anti-oxidants and even live cell therapy that has been used successfully in Europe to rejuvenate the skin.
- The removal of benign skin irregularities that proliferate in aging. This includes small growths or skin tags, fibromas, milias, broken capillaries, hemangiomas or blood spots, and hyperpigmentation.
 - Electrical therapy including interferential current, micro-current and similar therapies to tone or regenerate the skin and muscles of the body.
 - Stress therapy management to reduce the formation of free radicals in the body systems. This can include aromatherapy or ayurvedic therapy. It may be necessary to include psychological advice to augment the treatments in teaching clients how to manage their stress.
 - Educate and market sunscreen products to prevent skin cancer. New devices for early detection of melanoma are being made available to non-medical practitioners and this can be another very exciting area for the esthetician in relation to anti-aging programs.

Baby boomer marketing

Baby boomers are a huge source of potential market for business. As they age within the next ten years, there will be an increase in the demand for personal care products, services and therapies that will reduce the negative effects and degenerative diseases of aging. These baby boomers are expected to enter their prime, which is the considered

the period of highest income earnings and social influence in their lives. They have greater economic clout and consume more goods than their predecessors.

With an expected longer life span, they do not see retirement as a period of stopping work and they work very hard and long hours to get what they want. A recent *Self* magazine poll indicated that baby boomers also believed more in alternative therapies than conventional medicine. For example, there were only 50 spas ten years ago compared to the thousands today with a revenue of more than \$250 million.

Business opportunities

Knowing where the mass of the aging population resides or may eventually reside, its income level and spending patterns, can help to determine the best locations for establishing an anti-aging business. At present, the greatest

concentrations of baby boomers are found in California, New York, Texas and Florida, followed by Pennsylvania, Ohio, Michigan, New Jersey and Georgia. Baby boomers living in urban areas, which are more cosmopolitan than rural areas, are more likely to place greater emphasis on improving their personal appearance. This is indicated by the popularity of spas that offer rejuvenating facial and body treatments.

Expand your business

An anti-aging practice can be integrated into your existing spa business. As a skin care specialist, learn as much about health care as you can, including nutrition, fitness and HRT. Expand your services by establishing a liaison with an anti-aging physician, a personal trainer and a nutritionist. This cross-reference can be very beneficial to your business and will enhance the medical-esthetic relationship.

Learn as much as you can about supplements, but research the manufacturers carefully for their validity. Check clinical studies to see if they carry liability for their products. By enhancing a skin care regime with nutritional supplements, you can maximize the best results for the health of your clients' skin and body, and simultaneously build greater credibility for yourself as a health care professional. Develop a corner of your spa for educational literature that also displays the health benefits of the supplements.

There is no better time than now to position your business to meet the needs of the aging baby boomers! Taking this holistic approach to skin care will not only open an exciting area of business, but also will improve your own health and happiness. ■