

BEAUTYtalk

SECRETS TO BEAUTIFUL SKIN



ELIMINATE REDNESS AND SOOTHE YOUR SKIN

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Facial redness is an incredibly common problem, and there can be a wide range of symptoms associated with the redness. Redness can be confined to the central part of the face or extend as far as the décolleté. It can be a chronic issue due to sun damage, rosacea or an episodic reaction to skin care products, emotions and environmental factors. But all skin redness has one thing in common: it can cause embarrassment. If you're often asked why you're blushing, you understand.

For many patients, redness is often just one symptom. While "flushers and blushers" may only experience occasional facial redness, others have more classical signs of sensitive skin, such as stinging and burning when applying even the blandest skin care products. Rosacea is also a cause of flushing and redness, and this skin condition can cause bumpy, acne-like lesions and redness in response to emotions, hot fluids, and spicy foods as well. But many people who think they have rosacea actually do not, which is why scheduling an appointment with your dermatologist is the best first step when deciding to do something about persistent redness.

While redness itself is caused by chronic vasodilation—or dilation of the facial blood vessels—inflammation also plays a large role, especially in patients with acne or rosacea. Patients often visit the dermatologist looking for solutions to redness, but in nearly two decades the market has fallen short of an anti-redness products with clinical data backing their claims. In the office, we often treat patients with light-based procedures like Intense Pulsed Light (IPL) and pulsed dye lasers. But these treatments require multiple sessions and can be cost prohibitive for some patients. Dermatologists can also prescribe medications like topical steroids to decrease inflammation, but potential long-term side effects, such as skin thinning, make this a less-than-perfect solution. Of course there are plenty of over-the-counter products that claim to quell redness thanks to ingredients such as caffeine and its vasoconstrictive effects, but the effects are short-lived, and often complicated by rebound redness when patients stop using them. Redness can also be covered with green-tinted makeup, but many men and women alike want the freedom to leave the house without applying cosmetics.

If you are looking for a new treatment in the arena of visible redness, try SkinMedica's **Redness Relief CalmPlex™**. This product represents a new treatment for acute or induced redness and chronic redness, and it can also potentially be used by anyone who experiences flushing. As opposed to being a treatment for only a specific skin condition, Redness Relief CalmPlex™ is a treatment that fits into all skin care regimens for anyone with a tendency for visibly red skin. This product won't clog pores, it provides adequate moisture for most skin types, and contains niacinamide to help strengthen the skin's barrier and make sensitive skin more resistant. When used in conjunction with a gentle face wash, clinical trials show a marked improvement in the appearance of visible redness. (Just remember to apply sunscreen daily on top of Redness Relief CalmPlex, as sun exposure can make redness worse.)

Authored by **Annie Chiu, M.D.** in **On Call** on February 25th, 2011

Dr. Chiu is a board-certified dermatologist who specializes in medical and cosmetic dermatology. She received her Medical Degree from Stanford University and her Bachelor of Science from U.C. Berkeley, where she graduated with honors and was a University Medal finalist. She completed her residency at Emory University, and is the author of numerous publications, book chapters and review articles. Dr. Chiu is actively involved in the American Academy of Dermatology and Women's Dermatology Society. She believes strongly in patient advocacy and outreach, organizing community awareness and skin cancer screening programs. She currently practices general and cosmetic dermatology in Manhattan Beach and El Segundo, California, and you can learn more at www.anniechiumd.com.

Tags: **redness**, **vasodilation**

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