



FEATURED PRODUCT

VISAGE FRAIS SanSol

TAN WITHOUT THE SUN

Our new 7 oz. sunless tanning mousse contains enough product for at least 3 full-body tans. Apply with gloves, wear it for 7-14 hours for a medium tan and wash it off. The tan develops over the next several hours and lasts 7-10 days. Wash off in 5 hours for a light tan or 24 hours for the darkest tan. You can even use it 2 days in a row for a deeper, darker tan. Anti-aging, skin softening ingredients nourish epithelial tissues as it tans. Safer than sun exposure or tanning beds. Reduce your risk of skin cancer by staying out of the sun...but still get the tan you want.



800.231.7157

SAFE SUN ALTERNATIVES

As you are probably aware, the population of the United States is experiencing an increase in the incidents of skin cancer, not just because the population itself is growing, but because the level of exposure is also growing. You might ask yourself, "Why is skin cancer increasing if sunscreen use is high?" Here's the unfortunate truth. We live in a capitalist economy. Corporations trying to maximize profits will skimp on quality and spend money on advertising to make up for it because selling a cheaper product is often more profitable than selling a good product. This has created a particularly disturbing situation. The place people most commonly purchase sunscreen is from the drug store shelf. Nearly all of these sunscreens are junk despite the pretty packaging and fancy technical terms. Some of them even contain water-soluble sunscreen ingredients. Now what good does a sunscreen do if it comes off when you sweat or swim? The general population shares the misconception that they are indestructible once they have applied sunscreen. All of this leads to some very unsafe behaviors like staying out in the sun and getting unsafe exposure because a low-quality sunscreen isn't doing its job.

Here's an easy way to tell if a sunscreen will stay on. Apply a sunscreen lotion to your hands and let it dry for 10-15 minutes. Add a few drops of water and rub the water into the sunscreen. If it turns back into a lotion or turns white at all, then its emulsion is still active and will wash away in perspiration or water. We carry the Pro-Tect® brand of sunscreens made in our own Houston manufacturing plant. These sunscreens, once applied, will never turn back into a lotion because they are made using a high-temperature emulsion which is not active at body temperature, a more expensive process than the big manufacturers are willing to do.

When spending time in the sun, it's always a good idea to cover your head, stay in the shade whenever possible, and wear light clothing. A typical white t-shirt is about an SPF 15. One location that is particularly dangerous is ski slopes. The higher elevation means that the sunlight has less air to pass through before striking your skin and snow reflects ultraviolet light so you get burned from above and below at the same time doubling your exposure. A good sunscreen is always advisable when skiing or spending time on the beach and a sunless tan can help you look healthy while helping you reduce your risk of skin cancer.

...Many people see a suntan as a sign of health and they do look good, so people spend lots of money going to tanning salons exposing their skin to dangerous levels of UV radiation to get a tan. There is a good alternative if you must have a tan. We now carry Visage Frais SanSol Sunless Tanning Mousse which can be applied at home. You can get a light tan by leaving it on for about 5 hours or you can get a dark tan by leaving it on for 24 hours. You can even apply it again the next day to deepen the tan 20-30% more. Sunless tanners don't actually tan the skin with melanin the way a normal suntan works, instead they stain the proteins and keratin in the surface layers of epithelial cells to a brown color that simulates a tan. The compound that does this is called dihydroxyacetone. When it first became available in the early 1970's there was a lot of concern that it might be just as harmful as sun exposure. Since that time, extensive research has been done and dihydroxyacetone has been found to be safe and effective. None of it is absorbed into the body. All of it stays on the surface and it apparently causes no adverse effects when used as directed.

Since a sunless tan does not increase melanin the way a real suntan does, you get no additional protection from the sun by simply being dark. People with a sunless tan should still wear sunscreen like everyone else and a moisturizing sunscreen like Pro-Tect® SPF 20 will also help extend the life and improve the appearance of the sunless tan. Because sunless tanners only color the outer layer of skin, they only last 7-10 days or until the dead skin cells slough off. Heavy exfoliation just before application can extend the length of time a sunless tan will last, but repeated application about once each week is necessary to keep up the "I just got back from vacation" look.



Take care of your skin so you can enjoy health and vitality throughout your life. Avoid excessive sun exposure.

CONTROLLING SEBUM PRODUCTION

The Loesch® Hair Growth System is based on the assumption that sebum is toxic. There is plenty of clinical data supporting that assumption like a report published in the Journal of Investigative Dermatology [18-267-1952] that showed that human sebum was so toxic and acid that it took the hair off test animals in ten to twelve days. The study was conducted in one of America's leading universities and has been repeated many times by many other laboratories. Of course some animals are more sensitive to toxins than others, but the toxic nature of sebum has been well-established. When used as directed, the Loesch® system does more than just clean the hair, it actually goes down into the follicles where sebum is produced, softens it, and brings it out of the follicles where it can be more easily removed. This is, of course, dependent on how much sebum is being produced and how quickly the sebaceous glands restore the sebum after...

...removal.

During the summer months the warmer climate has a definite effect on sebum production. The higher heat and humidity signal the body to produce more sweat and sebum than during cooler times. This often results in a greasy forehead earlier in the day and in extreme cases, seborrheic dermatitis and even eye irritation as sebum flows in the direction of gravity. For those clients that have these problems during the summer months, we sometimes recommend a second hair washing each day using just a bottom-shelf shampoo from the drug store to remove the excess sebum. Since it is usually the thin, oily type of sebum a regular shampoo is acceptable. Keep in mind that Suave and other similar shampoos do not penetrate the hair follicles. The only work on the surface, so they are no substitute for Loesch® products.

There are other ways to control sebum production all year. Some of these methods will also improve your overall health so we strongly recommend you consider trying them. The first and most effective way to control sebum production is to take away the ingredients the sebaceous glands need to produce it. To reduce sebum production, cut down on fried foods and other oily foods. Instead, eat foods containing olive oil or grapeseed oil* which are high in omega-3 fatty acids and very good for your cardiovascular health. Also, try to avoid foods with trans-fats like French fries, margarine, and refried beans. They may taste good, but refried beans are often made with lard. The body can use almost any kind of oil or fat to make sebum, but sebum made from these "bad" fats is much more toxic than sebum made from healthier oils like canola or olive oil. "You are what you eat" really does apply in this case.

Another way to control sebum is to control your exposure to the elements during the summer months. While cold weather typically slows sebum production, a sunburn on your scalp will often kick-start unusually rapid sebum production. When the skin is sunburned, it often produces more oil to try to protect itself. Since the scalp has far more follicles and sebaceous glands than any other part of the body, when it produces oil, it often over-produces. Excessive heat from wearing a cap in the sun can also lead to excessive sebum production, but it's not advisable to go without a cap in the sun. Instead, take frequent breaks in the shade and drink plenty of water to better control the body's core temperature.

One other contributor to excessive sebum is hair styling products containing oils and waxes. Pomades have become very popular over the last decade thanks to advances in technology. Some of these pomades contain oils that will mix with sebum and increase its volume leading to excessive greasiness, but not necessarily due to increased sebum production. Try using a product with less oil or wax during the summer months.

One last piece of advice. Go play. If you're out at the beach, enjoy the water as much as possible, provided your sunscreen will stand up to the water. Salt water is good for your skin and it will help keep you cool. If you have a pool, enjoy it often. Reducing stress makes the body more efficient so that the sebum it produces is less toxic.

*See our article "Cardiovascular Health: Omega-3 Fatty Acids" published August 2006.

SCALP ACTIVATOR VS. LASER COMB

In April, we published an article called "Medical vs. Miracle: Hair Loss Treatment Approaches" which mentioned the Laser Comb™ and touched on its drawbacks. Since then, we have had many requests for more information about the Laser Comb™ and why the FDA approved it if it doesn't work. This article will cover the device in more detail.

The medical industry has been using a large device called an infrared lamp to treat hair loss (see picture). This lamp works by warming the scalp slightly increasing blood flow and producing accelerated hair growth. It doesn't necessarily wake up follicles that are dormant, but there is plenty of clinical evidence to show that it really does work. It requires frequent, lengthy visits to a doctor's office because, if misapplied, the same technology can damage or kill the skin. Modern devices are made of a collection of infrared LED's which is exactly what the Laser Comb™ uses. The Laser Comb™ has been designed to warm the scalp slightly just like the larger unit and it can be used at home instead of going to the doctor's office. So what is it about the Laser Comb™ that isn't right? In all honesty, when used correctly the Laser Comb™ can grow hair. The problem is that they are not promoting correct use. They are promoting the device as a miracle treatment that works by simply combing the hair and it does not work that way.



Simply put, you must be able to deliver heat to the scalp, not the hair, to induce accelerated hair growth. The device is designed to aim its infrared LED's at the scalp and when used over areas that are already thin or bald, it does have a beneficial effect. There's a little glitch, though. When used over areas that are just starting to thin, the hair absorbs the heat, not the scalp. In order to reduce hair loss, you would have to cut your hair very short, 1" or less, or wait for thinning areas to appear to get the full benefit of the device. No thanks. I'm not waiting.

There's another problem with the device. It can actually increase toxic sebum production year-round, not just in summer. In addition, if hair is falling out because the follicles are unhealthy and you force them to grow hair anyway, the new hair will fall out very easily because an unhealthy follicle is less able to hold onto the hair shaft. Even a slight tug can pull it out. Wouldn't it be better to make the follicles healthier first?

We're not trying to imply that the Laser Comb™ does not work at all, we are saying that technique is critical to its effectiveness. The FDA has reviewed the device and concluded that it can work as well as the larger device, but the FDA isn't involved in Lexington International LLC's marketing. The public wants a miracle and that is what Lexington is promoting. The truth is, the Laser Comb™ requires very specific techniques to get it to work properly and an effective follicle cleansing and treatment program to keep the hair that grows. Here's another point. There are no lasers in the Laser Comb™, so why is it called the Laser Comb™?

The Loesch® system has a more effective alternative to the Laser Comb™ called Loesch® Scalp Activator. If increasing blood flow to the scalp results in increased hair growth, then this product will do the trick better, faster, and more effectively. In our Enhanced Treatment and Maximum Treatment systems, Scalp Activator is applied before the last step, whether it is Scalp Defense or Minoxidil. In about 5 minutes, the scalp turns pink with increased blood flow. Applying the last step to blood-engorged skin makes it work better and the increase blood flow helps to maximize hair growth on its own too. Clients who are using Loesch® Scalp...

...Activator report that they have to get more frequent hair cuts because the hair grows significantly faster than normal. Combine this effect with the deep follicle cleansing and healthier scalp and you can see how the overall results are far better than one so-called miracle treatment that really is no miracle at all.

HOW ULTRAVIOLET LIGHT CAUSES SKIN CANCER

It's common knowledge that ultraviolet light causes skin cancer, but exactly how this happens is usually left to researchers to explain. Since we have decades of experience with sunscreens, skin cancer, and how to protect people from exposure, I have decided to try to boil down the information into layman's terms for this article. The science behind this topic is extremely complicated, so if I've been too technical, let me apologize in advance. I have tried to present information that will be useful when you are making decisions about protecting your health and your loved ones.

There are three things that combine to cause skin cancer. Let me start with the definition of light. Light is not a particle like a tiny bullet traveling very fast. It is also not simply a wave of energy like ripples on water. It is actually both. Light behaves like a particle because it can be deflected by a mirror and it behaves like a wave because it can be split into various colors by a prism. Think of light as countless fuzzy blobs of energy all traveling the same direction at the same speed. These blobs contain a certain amount of energy depending on their wavelength. Visible orange light can only contain a small amount of energy because its wavelength is quite long while gamma radiation, which is also a form of light, has a very short wavelength packed with a huge amount of energy. One rule of thumb is "the shorter the wavelength, the more dangerous the radiation."

Now that we have the "bullet" we need a victim. DNA is present in every cell of every type. It tells the cell how to behave, what shape to take, how long to live, and when to reproduce.

It is a long chain of instructions like a computer program all written on one line. Just as with your home computer, if something goes wrong with the programming, it might do something it's not supposed to do or it might simply "crash" [meaning die]. Unfortunately, once DNA is destroyed, it can't be simply rebooted. So what is it that makes DNA vulnerable to ultraviolet light? Why not yellow or green? Think of it like this. DNA is all knotted and twisted like a chain link fence. Ultraviolet light is like a bullet fired from a handgun. If you fire the bullet at a chain link fence chances are it will pass through without striking the fence, but if it happens to strike one of the wires it would certainly cut through it. Yellow light would be like a tennis ball shot from a cannon. It's too big to go through the fence and too soft to cut through the wires so it either bounces off or tears itself to pieces. Red light would be like a basketball thrown at the fence. It's far too large to go through and it's so soft that it just bounces off the fence. So when you are exposed to the sun's rays, each color of light does something different. Infrared light feels warm, visible light just lights your skin and the environment, and ultraviolet penetrates your skin until it strikes something like DNA or particles of brown melanin [the stuff that makes your skin appear tan].

So now we've got a molecule of DNA that has been blasted apart by a "bullet" of ultraviolet. The last thing that goes into making skin cancer is...

...random chance. When DNA is damaged, the cell activates a repair mechanism which moves along the DNA helix like a zipper until it comes to the damaged part. The little repair mechanism begins to put the broken parts back in place and zip the DNA back together. This is where random chance can cause a problem. Every time DNA has to be fixed, there is a chance a mistake might happen. With billions of DNA repairs happening in your skin every year, one of these mistakes might cause the cell to misbehave growing uncontrollably. This is what we call cancer. Obviously, the more repairs that are needed, the greater the risk of cancer. Limiting your exposure is the best way to reduce the number of potential DNA repair mistakes, so use a good sunscreen like Pro-Tect® SPF 20 and stay out of the sun whenever possible. If you must have a tan, look into alternatives like sunless tanners. Our Pro-Tect SPF 15+ will actually let you tan a little at a time which is much better than roasting to get a tan all at once.

Reduce your risk of skin cancer with the most effective sunscreen available.

**PRO-TECT®**
PRO-SPECTRUM™ SUNSCREENS



SUGGEST A TOPIC FOR THE NEXT NEWSLETTER

To suggest a topic for a future issue of this newsletter, send an email to sales@loeschlab.com or send a letter to the address below. While we can't review every topic in this publication, we welcome your input and advice.

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