

# Specialty Skin Care

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Debra Yates, Editor

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SOCIETY OF PLASTIC SURGICAL SKIN CARE SPECIALISTS

## From the Editor's Desk

Debra Yates



Our newsletter, "Specialty Skin Care," has gone digital. Please view our new digital format at [www.spsscs.org](http://www.spsscs.org). If you haven't been to the website recently, please take a moment out of your busy schedule to do so. It is chock-full of information we all can use. The Practice Profile Survey results from the last 3 years will tell you how you are doing compared to other members of our Society. Our Board of Directors have compiled data from the last 3 years with very interesting results. Did you know that there is an *Ask the Skin Care Specialist* page? There is also a section to list classified ads for jobs. I'm excited to report from our Central Office and Board of Directors that our website will be getting a facelift very soon. I was given a sneak preview of the art work for the home page and it looks beautiful. Please keep an eye out for changes and updates on the website.

I would love to hear from our

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## SECTION TWO Physician Management 101:

# Know Your Numbers

Michelle Turley

Those guys are so cheap. I can't believe they won't (fill in blank with what you want). We make so much money for them!"

Ever heard that from your colleagues? I have. I usually respond to these statements with a question about their numbers. What is your Gross Income vs. your Net Income? What is the skin clinic's profit margin? Do you produce a monthly or quarterly Income Statement? I cannot recall one person voicing these types of complaints that could answer any of these questions.

If you were to ask me, I could tell you approximate Gross Income, Net Income, and Profit Margin for 2011. If you give me three additional seconds and my brief case or computer is handy, I could give you the exact numbers along with cost breakdown in 20 individualized cost centers for 2011 and the past five years. I know my numbers!

Knowing your numbers gives you a case for a pay raise, a new piece of equipment, paid continuing education, or anything else you want. Knowing your numbers keeps you aware of when your business is thriving and when it's not.



Inspired to know your numbers? Great! If you go from a "don't know" to "want to know status," you may want to be strategic in your approach to avoid a negative response.

1. **Determine that the environment is suitable for approaching your doctor employers.** Hint: If you've

been complaining to fellow employees about your working situation, it's not a suitable environment. Develop your working relationship and attitude first! Negativity breeds negativity. (That's the next article!) If your relationship is in good standing, proceed.

2. **Inform your doctor owners you're interested in creating an Income Statement to reflect the income and expenditures of the skin clinic.** Referencing my last article, start with a one on one conversation with your "What Doc" personality.

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## SPSSCS Mission

The Society of Plastic Surgical Skin Care Specialists is a voluntary, non-profit organization dedicated to the promotion of education, enhancement of clinical skills and the delivery of safe, quality skin care provided to patients within the office of a Plastic Surgeon certified by the American Board of Plastic Surgery or the Royal College of Physicians and Surgeons of Canada.

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# Topical Probiotics: New Applications for an Old Remedy

Therese Clark



When it comes to general health and well-being, the idea of incorporating bacteria into your daily care routine could seem pretty oxymoronic. You might be relieved to know that not all bacteria are considered "bad" and some are exceptionally beneficial to the body. The bacteria that I am referring to are known as a probiotics. The word "pro-biotic" means, "for life". Traditionally, probiotics have been recognized as "live microorganisms that confer health benefits on their host when administered in adequate amounts"<sup>1</sup>. However, we might be inclined to modify the traditional definition of probiotics due to the fact that scientists continue to discover new and exciting health benefits related to probiotics. One such discovery is the modification of probiotics for topical use.

## OVERVIEW OF THE USE OF PROBIOTICS

Probiotics have been around for possibly thousands of years, commonly consumed as part of fermented foods such as buttermilk and yogurt. While scientists knew certain bacteria and yeasts could provide health benefits, there was little knowledge of the mode of action. Today, scientists recognize probiotics as the most efficient activator of the immune system ever discovered. They promote health by elevating our immune response to its highest levels. These discoveries have not gone unnoticed. The familiar Activia® yogurt commercials starring Jamie Lee Curtis tout the natural digestive benefits of probiotics. Now, nutraceutical companies have begun launching probiotic diet shakes, supplements, and most recently probiotic infant formulas.

Like life imitating art, skin care is often influenced by the food industry. There is a growing interest in the role of diet specific nutrients, such as probiotics that help protect skin function. The link between probiotics and the improvement of problematic skin is

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IN ESSENCE, PROBIOTICS BOOST SKIN REPAIR. STUDIES HAVE ALREADY SHOWN THE POTENTIAL FOR A VARIETY OF SKIN BENEFITS WHICH RANGE FROM WOUND-HEALING TO THE PREVENTION OF ACNE.

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a correlation dating back to the 1800s. More recently, skin scientists have been utilizing probiotics topically to produce new skin care applications designed to treat conditions associated with acne, aging and sensitive skin. While the clinical evidence is still in its incubation stage, new data based off human fibroblast cultures and DNA Microarrays suggests that probiotics possess the distinct ability to naturally stimulate the skin's immune response. In essence, probiotics boost skin repair. Studies have already shown the potential for a variety of skin benefits which range from wound-healing to the prevention of acne<sup>2</sup>.

## HOW DO TOPICAL PROBIOTICS WORK?

Formulating with probiotics is no easy task. While it may be possible to formulate with "live" bacteria strains, the outcome is often unpredictable due to unfavorable environmental conditions of the skin. Live bacteria also have properties that can destroy other components in the formulation. To circumvent this problem, the use of innovative analytical technologies has led to a new category of enhanced probiotics that have been classified as Probiotic Derived Bioactives (PDBs).

PDBs are non-living cell compounds isolated from the live bacteria such as lactobacillus bifadusas in response to UV light exposure. Non-animal derived and non-dairy, PDBs are more bioavailable with the mimetic ability to simulate the action of the live bacteria without any pathological characteristics. In simpler terms, they are

benign, nontoxic microorganisms that look like bad guys but are not. They "trick" the skin into thinking it's under attack by harmful pathogens and consequently stimulate the local immune system.

## MECHANISM OF ACTION

PDBs act on the skin by penetrating the inter-cellular lipid matrix into the dermis. Inside the dermis, they activate toll-like receptors (TLRs), a type of pattern recognition receptor (PRR) in the skin that has evolved over time to "see" pathogens. TLRs are also found on all the epithelia, including the mouth, nasal cavity as well as keratinocytes and Langerhans cells. It is through TLRs that PDBs activate the production of proteins called beta defensins (b-defensins.) With important anti-microbial and anti-inflammatory properties, b-defensins elevate the skin's immune functions. Additionally, TLRs are instrumental in the upregulation of collagen and elastin, the increase of cellular respiration and have demonstrated marked improvement in skin clarity, texture and overall appearance<sup>3-6</sup>.

## THE FUTURE OF PROBIOTICS IN SKIN CARE

Aging can be defined as a loss in the ability to repair and maintain a healthy immune system. Recognizing that the body's internal and external surface areas are one big immune system, helps us conclude that PDBs are fascinating cosmetic active ingredients that can naturally strengthen the immune system to help delay the aging process. The major benefit is that they can do this without eliciting an inflammatory response.

Like the peptide phenomenon which is now mainstay in the skin care industry, I suspect that we will see much more scientific progress in the world of probiotics and PDBs. After all, they are proving to be much more than just another passing cosmetic trend.

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## KNOW YOUR NUMBERS

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*These Clark is one of the co-founders of mybody, LLC, a new clinical skincare line based in Phoenix, AZ, that develops and markets proprietary products to dispensing physicians. Clark has a vast background as a brand and product developer for many beauty companies, including physician and retail brands and cosmetic labs seeking innovation. ▲*
3. Explain that your interest lies in improving productivity and efficiency in your area. Also, that you want to better understand the business.
4. Address any negative responses through communication. If your intentions are to create a better business for both yourself and your doctors, there shouldn't be any problem getting them to agree.
5. Meet with the individual in charge of paying invoices. See what information they can provide in your quest to create your Income Statement. My accounting department places each invoice in a cost center category. They're able to print out a report at the end of the month of each cost center. This is more efficient and accurate than trying to keep up with all invoices myself.
6. Learn how to create an Excel spreadsheet. On a monthly basis, enter your income and expenses. One or two months doesn't reflect a business. If you are trying to create a case for a pay increase, equipment purchase, etc. I recommend at least four to six months of data. Need a short course? Try [www.youtube.com/watch?v=CuhQ9ISMm1jg](http://www.youtube.com/watch?v=CuhQ9ISMm1jg)—a link to a You Tube training on Excel and creating Pivot tables.  
My Income Statement contains the following:  
Gross Fees Collected: Total monies produced by the skin care specialist, room rentals, etc. prior to expenses.  
Refunds: Money paid back to patients.  
Net Fees Collected: Gross Fees Collected minus Refunds.  
Expense Categories: We breakdown our expenses into the following cost centers:
  - Wages and Commissions—all employed specialists and supporting desk staff.
  - Social Security & Unemployment Taxes
  - Benefits (group insurance, disability, etc.)
  - Retirement Plan Expense
  - Mileage Reimbursement
  - Drugs and Medications (ex. topical anesthetic for laser treatment)
  - Medical Supplies (chemical peels, gauze pads, masks...anything used for treatments)
  - Skin Care Products—Retail
  - Office Supplies—paper, pens, staples, files, etc.
  - Maintenance and Repairs—warranties, repairs on equipment and office area such as repainting a room
  - Marketing and Promotion—print, social media ads, newsletter blasts, website
  - Rent—based on area used in the clinic
  - Uniforms and Laundry
  - Business Meetings and Seminars
  - Travel and Lodging
  - Postage—shipping charges, postage for marketing, etc.
  - Printing and Forms—letterhead, prescription pads, business cards...
  - Dues and Licenses—salon license, etc.
  - Taxes and Sales—all sales tax and taxes charged by vendors on purchases
  - Interest Expense—on equipment purchases, business credit card.
$$\text{Net Income} = \text{Net Fees Collected} - \text{sum of all Expenses.}$$
$$\text{Profit Margin} = \frac{\text{Net Income}}{\text{Net Fees Collected}}$$

I'm of the strong opinion that you and your staff should understand the financial ebb and flow of your clinic. It creates a sense of security and trust. Make it a practice to make all decisions concerning your place of employment on a foundation of facts, data and communication rather than assumption, emotion and hearsay!

An Income Statement helps everyone understand the business cycle. You understand when to invest in a new piece of equipment and when to be more conservative in your expenditures.

The phrase I hear most frequently from vendors concerning my management is that I "get it." I get it because I know how my business works. Knowing your numbers builds your knowledge, business skills, trust and working relationship with your doctor owners. I highly recommend it!

*Michelle has been working in the field of aesthetics since 1990. Over the past two decades, Michelle has worked with the physicians at Savannah Plastic Surgery. She has been a featured speaker regionally and nationally and has served on the SPSSCS Board, as Program Chair at the SPSSCS Annual Meeting in Boston in 2002 and President in 2003. In 2006, Michelle was appointed to the Georgia State Board of Cosmetology by the Governor of Georgia. Michelle's background with SPSSCS paired with her position on the Board helps promote education in the cosmetology and medical skin care specialty. ▲*