

REVOLUTIONARY

World-renowned Dr. Obagi forever changes the way we look at skin care. Are the cosmetic companies at risk?

BY ADRIENNE PAPP



DR OBAGI

■ *Not long ago, topics such as global warming and nutrition were backseat conversations that held little attention in the public eye. But with the help of a few pioneers, these issues are now addressed on a global scale.*

Similarly, Dr. Zein E. Obagi looks at the face of cosmetic dermatology and dramatically revolutionizes the way we see and understand our own skin. Fighting for a good cause is never easy but Dr. Obagi has his boxing gloves on.

He began his revolutionary approach with a simple question: What does the multi-billion-dollar cosmetic industry really do for people — except slim down their wallets?

Known worldwide for his extensive research on skin health and for making a remarkable difference in the field of cosmetic dermatology, Obagi brings an unparalleled perspective on the way skin is perceived.

A dermatologic visionary, he acquired a passion for science at an early age. Questioning the unknown and daring the impossible, he always sought to explain the inexplicable and found his calling by combining his love for science with his intrinsic desire to heal. He puts it simply: "I need to help people."

But putting a spotlight on the truth is always risky business, and as Schopenhauer said, ignorance followed by violent opposition is often the response. Something all too familiar to a man with a mission.

Medical textbooks usually limit skin talk to disease. But Dr. Obagi initiated the "healthy skin" approach, which seeks to bring skin back to its natural perfection by skin restoration, activation and conditioning.

"It is time," Dr. Obagi declares, that cosmetic dermatology looks at skin as it really is, and accepts the simple fact that cell stimulation and restoration will heal the skin back to its original perfection."

In other words, putting on another expensive cream — the kind promoted in fancy ads — is like going to the gym and looking at the machines instead of working them.

"You must properly stimulate and activate deeper seated cells, and identify a person's particular skin needs to get dormant cells to work again."

In short, any cream will sit on the skin's surface, doing nothing except adding to the billions in cosmetic companies' profit."

SKIN WITH A VISION

Sad to say, skin is ideal only in the womb and through the first year of life, when it is essentially flawless. Once exposed to sunlight and, later on, improper cosmetics, the skin begins to break down from its natural condition. By the early twenties, human skin has been damaged by both nature – sunlight, pollution and hormonal changes – and by the cosmetics we have applied. “Multiple applications of various inappropriate products produce far more lasting harm than people are aware of.” Dr. Obagi adds.

When expensive brand names introduce new lines of skin care products, they rarely take into account the uniqueness of each individual’s skin. Dr. Obagi has discovered that the only comprehensive approach to skin care lies in the healthy skin concept — that: to truly improve a patient’s skin, he must look beyond the superficial appearance. His in-depth approach seeks to remedy and reverse even the most challenging conditions. In order for skin to heal, he believes it must first be restored. Only after the skin has come alive can it be properly nourished and maintained. This restoration is also vital before any laser procedure or plastic surgery is performed.

“By the long-term application of cosmetics, usually around the age of 30,” Dr. Obagi has found, the skin is ruined, dull and ‘dead’ and produces less collagen. “My formulas, such as Obagi Nuderm, Obagi CRX are designed to go deep into the cells for the first time, - as opposed to sit on the surface, - and stimulate vitality and strength. Give me your face at the age

of 30 and I will give you a simple program of skin activation to keep you young forever. You will never age but will take with you the skin you were born with.”

Although not opposed to either laser treatments or plastic surgery, most of his patients do not need anything else after his program is fully applied. Those electing any procedure use his program before laser or other surgical treatment, thus ensuring that the skin is stimulated enough to bring out its natural ability to heal and enjoy renewed vibrancy after the selected procedure.

Dr. Obagi remains faithful to his call: He established the Obagi Skin Health Institute (www.zoskinhealth.com and www.obagiskin.com) in Beverly Hills that builds on his discoveries.

The news has spread worldwide and today his concept is applied by clinics and doctors everywhere. “If the skin is not vibrant and alive no laser or surgery will work.” says Obagi.

In the world of skin care and dermatology, Dr. Obagi is a living legend. A conduit of passion and healing, a noted teacher, lecturer and author, he goes beyond the call of duty and makes it his mission to forever change the way we look at our skin. And, just like healthy eating cannot be accomplished with a diet pill, plastic surgery alone cannot restore skin’s youthful quality. Cell regeneration can. And that makes all the difference – naturally!