

"Hey Folks,

I've added a few more pictures in this version of the newsletter. In addition, I used a feature which tests titles and subject lines for effectiveness. Summer tested very well. In the next couple of weeks we can begin to look at new design elements to incorporate into the newsletter.

Best,

Carter" — Paula Orr

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Paula's Practice



Summer is here! The sun feels good on your face, right? Especially after enduring a grueling winter. However, it is crucial that we all remember to protect our skin and especially our faces with sunscreen when outside!

Many of us apply sunscreen only when we go to the beach, the pool or water parks. However, your face is the part of your body that gets the most sun exposure and as a result suffers the most sun damage.

Be sure to protect your skin and particularly your face from the damaging sunrays with a sunscreen/moisturizer with an adequate SPF (Sun Protection Factor).

Basically, sunscreens are products combining several ingredients that help prevent the sun's ultraviolet (UV) radiation from reaching the skin. Two types of ultraviolet radiation, UVA and UVB, damage the skin, age it prematurely, and increase your risk of skin cancer.

I recommend using a sunscreen/moisturizer with an SPF of 20 or above.

To ensure that you get the full SPF of a sunscreen, you need to apply 1 oz. Studies show that most people apply only half to a quarter of that amount,

which means the actual SPF they have on their body is lower than advertised.



During a long day at the beach, one person should use around one half to one quarter of an 8 oz. bottle. Sunscreens should be applied 30 minutes before sun exposure to allow the ingredients to fully bind to the skin. Reapplication of sunscreen is just as important as putting it on in the first place, so reapply the same amount every two hours. Sunscreens should also be reapplied immediately after swimming, toweling off, or sweating a great deal.

**Did you know
that reggae superstar
Bob Marley
died of melanoma?**



Another myth is that people with dark skin cannot get skin cancer. This is a dangerous myth that has caused untold pain, suffering and death. There are multiple types of skin cancer, and yes, having dark skin does make you less likely to get some of them, but you might be surprised to know that while it is rare for black people to get melanoma, those who do have it are more likely to die or get further complications from the disease.

Melanoma is the most dangerous type of skin cancer. It is the leading cause of death from skin disease. Typically melanoma shows itself on areas of the body that get regular sun exposure, but melanoma tends to show up in less-typical places in those with darker skin tones, such as the palms of the hands, soles of the feet and the fingernail bed (which is where it first appeared on Mr. Marley.)

Because of the misconception that black people can't get skin cancer and because people aren't informed that melanoma can arise in atypical locations

in black skin, people are diagnosed later. Melanoma is a cancer that spreads and can be deadly.

If you have dark skin, please don't assume your risk of skin cancer is zero. Regularly check your skin and see a doctor if something looks or feels different.

Enjoy the summer sun, but be safe!



This day was established as an annual observance to promote HIV testing. This is a particularly important time for YOU to get involved!

Take the Test.

Take Control.

If you have never been tested or if you have and want to know your status again, this day is for you!

By the way, you don't have to wait until June 27.

JUNE SPECIAL

Rejuvenate & Perfect

MicroNeedling

3 SESSIONS FOR \$900 REG. \$1200

MicroNeedling is an effective and affordable combination of four therapies designed to improve wrinkles, fine lines, acne, acne scars, brown spots, enlarged pores, dry skin, and uneven pigmentation. MicroNeedling, a form of Collagen Induction Therapy that regenerates the surface texture and tone of your skin. MicroNeedling painlessly creates thousands of tiny channels in your skin that extend below the epidermis. Your body responds to these controlled injuries by producing more collagen and elastin, reducing the

appearance of scars, stretch marks, and fine lines.

JUNE SPECIAL



sale \$30 reg. \$36

Intellishade® Original received a 2013 *NewBeauty*® Beauty Choice Award.

Outsmart the signs of aging® with this best-selling tinted moisturizer that gives skin a touch of sheer, healthy color. Formulated with an advanced peptide and broad-spectrum UVA and UVB protection, it's the smart way to care for your skin.



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