



PROTECTING YOUR AESTHETICS: WHY DERMATOLOGIST AND AESTHETICIANS REMAIN YOUR GO-TO FOR COSMETIC SKIN CARE NEEDS



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With a Greek origin meaning the captivation of one's senses, the word aesthetic has no better owner than the professional responsible for the healthy radiance of skin. The appearance of our skin, and its ability to captivate the senses of those around, plays a powerful role in a person's personality and accomplishment. From drawing the eye of a future spouse, to providing the confidence required to lead a team of employees, helping someone achieve skin beauty is akin to improving their self-worth and life's potential. Unmistakably, it is a powerful role that the aesthetician and dermatologist plays, in bringing out an individual's unique aesthetic qualities.

In today's world of instant communication and social media power, anyone can immediately dispense information for millions around the globe to see. While this has many benefits in arenas such as journalism and entertainment, it has become easier than ever to spread dangerous medical misinformation without even the thinnest veil of legitimate professional credibility. Skin care information remains one of the most popularly searched and followed topic throughout social media and blogsites. Without knowing the reputation of an online post's author, people become vulnerable to predatory skin care information.

What sets dermatologists and aestheticians apart from the sea of skin care "influencers" is the years of education. Dermatologists spend a minimum of eight years in school and lab work, followed by at least four years in postgraduate clinical training, or residency, to understand skin and its diseases at a molecular level. Medical aestheticians dedicate themselves to training under the mentorship of dermatologists or plastic surgeons, ensuring the

public that their product selection and personal care protocols are rooted in medically sound reason.

Just as patients trust physician assistants to tend to their basic health care needs, medical aestheticians have become crucial "physician extenders" in the realm of skin care. Aestheticians and dermatologists both attend educational meetings and conferences to stay up to date with all the newest product lines and ingredients, and continually improve upon their practice of quality cosmetic skin care. Both dermatologists and medical aestheticians are responsible for choosing the products and procedures best suited for a community's needs.

Anyone from a health care professional to a layperson should be able to notice that each person's skin is utterly unique. For this reason, skin care routines must therefore vary between patients of different skin color, gender, genetics, and often times even within members of the same family. No one understands this more than dermatologists and medical aestheticians, who carefully select each ingredient to suit the individual needs of a given patient's finite skin qualities.

There is no better way to display the aesthetics of one's character than through the care of the only organ system on display, your skin. By choosing the appropriate skin care professionals, people will protect themselves from the plethora of skin misinformation, and feel the confidence and relief that their skin is being delicately cared for by properly-trained dermatologists and medical aestheticians.