

## The NYC dermatologist behind...

By Anni Hall on August 23, 2011 7:28am

### *New York-based dermatologist Dr Adam Geyer offers an expert's opinion on skincare brand Kiehl's.*

As far as skincare experts go, Kiehl's consulting dermatological expert and international brand ambassador Dr Adam Geyer ticks all the right boxes. A graduate of Harvard College, an instructor in clinical dermatology at Columbia University and an author of nearly 20 peer-reviewed journal articles and book chapters, this New York-based dermatologist brings a wealth of experience to the Kiehl's brand.

Now in their 160th year, Kiehl's is ever expanding. Having recently opened 1851, a chic spa in New York's Upper East Side that features a mural by artist David LaChapelle, the brand is introducing a very limited edition New York Heritage Collection.

Vogue.com.au sat down with Dr Geyer to get his tips for amazing skin, diet and cosmetic procedures, as well as his role with the old-world skincare brand.

#### **BOTOX IS THE MOST POPULAR PROCEDURE**

I had the joy of opening my practice Tribeca Park Dermatology in November 2009 with two wonderful associates – one of them is Australian! It's my pride and joy, and is something I'm very proud of. My French bulldog comes in on Fridays, he's wonderful, his name's Bo.

If I were to divide my day into percentage of the things I do, about 70 per cent is medical and 30 per cent is cosmetic. Of that 30 per cent, a good half is skin exams, skin cancer checks and surgeries, 20 per cent is Botox and fillers. The remainder is the less

#### **TRENDS IN COSMETIC PROCEDURES**

The number one procedural trend is a new approach to body sculpting through minimally invasive fat removal. There's a lot of excitement around Zeltiq and Zerona. People have recognised that at times diet and exercise can only get us so far in terms of removing stubborn pouches so I see the demands for those procedures definitely on the rise. Number two, Botox is seeing itself as the tried and true workhorse of most every cosmetic dermatology or plastic surgery practice. The trend is less forehead and more subtle Botox, even if it means doing it more frequently. The last one is LED lights. I for sure have a down turn in my chemical peels and an up turn in the number of people wanting non-invasion treatment with no downtime. Omnilux is specifically for anti-ageing. It's a concentrated red light source which has been shown to stimulate mitochondrial energy production, reduce inflammation, promote new collagen in the skin, added suppleness, reduce fine lines and it's convenient. You see results in the first couple of weeks and they last for a several months. As many things do, it does need maintenance but there's no doubt impressive results can be seen in the first month of treatment.

#### **WINTER SKIN SECRETS**

I think a few basic things are important for winter. I think number one, bring down the temperature of your shower or bath. We all love a nice hot soak and a good steamy shower and that can really take its toll during winter. The moment you step out of the shower, if you're prone to dryness especially on the legs, arms and hands where there are fewer oil glands it's important to apply a moisturiser. Applying moisturiser to damp skin is most effective because you utilise some of the water from the shower. Another important tip is to pat your skin dry, don't rub.

In terms of products it's important to shift what you use during winter from lightweight lotions to thicker creams such as Creme de Corps and for the face going from something like the Ultra Facial Moisturiser Lotion to the Ultra Facial Cream. Remember, the hierarchy of hydration goes gel, lotion, cream, oil and then ointment.

#### **SUNSCREEN AND OTHER ANTI-AGEING MUST-HAVES**

I think at six months is when people should use their first anti-ageing product, which is sunscreen. I really do feel like if people get into the habit of recognising sunscreen as a beauty product as well

as a health product that it will set them on a good path for life. It's a cheeky way of answering but I do believe that people need to shift their views on sunscreen rather than an occasional thing to prevent a burn. It really is your primary beauty product.

In terms of expanding beyond that, basically in the teens it's important to focus on acne prevention, oil control and occasional hydration issues. In the twenties it's when we start to think about prevention in terms of fine lines and wrinkles. I wouldn't dive into the heavy growth factors and retinoids, but using a Vitamin C serum, so using an antioxidant-rich product from Kiehl's such as from the Acai range works to prevent the oxidated damage and stress that comes from pollution from environmental exposure. In the thirties and later you can use products with ingredients such as peptides and retinoids but continue the protection theme throughout using sunscreen.

#### **YES OR NO TO TONERS?**

I am slightly ambivalent about toners. I do find for women who wear makeup it's an added step to remove impurities and debris. In the afternoon it's an important part of the cleansing regimen but in the morning I am comfortable with simplification and just using a cleanser, sun protection and product unless the toner has a stated goal such as the new Ultra Facial Oil-Free Toner which aims to reduce shine during the day.

#### **NUTRITION FOR A FABULOUS FACE**

It's important to recognise that it's an outside-in to an inside-out approach to healthy skin. If you're spending x-dollars to apply these wonderfully crafted antioxidants you have to remember to eat those in your diet. Resveratrol is something the dermatological community keeps talking about. There's this whole thing on caloric restriction in mice, if you reduce the caloric intake in mice they live longer. Why is that? They found that those mice that had fewer calories and lived longer did so because of the activation of a certain set of genes called the sirtuin genes. So how can we get the benefits of caloric restriction without starvation? That's to activate sirtuins and resveratrol. Red wine and grapes is thought not just to be an antioxidant but a sirtuin activator, so have you're glass of red wine. That's my superfood.

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#### **YOUR BEST SKINCARE ADVICE**

Number one, sunscreen. Number two, finding a cleansing regimen that's appropriate for your skin type for a certain time of year. So shifting to an oil-free line when your skin is problematic and oily during summer, then shifting to something more hydrating during winter. Listen to your skin. Number three, make the effort to choose some targeted treatment, whether it's an antioxidant, a peptide or an alpha hydroxy and follow the paradigm: "to treat, to restore and to protect". Finally, it's important to exfoliate once or twice a week so your products penetrate better and of course, visit your dermatologist.

