

# WELCOME TO NATIONAL SKIN AWARENESS MONTH!

All month long, we're excited to join the movement to promote skin health and awareness. Our skin is our body's largest organ, playing a vital role in protecting us from the environment and regulating our health. Everyday in our practice, we share essential tips, updates on the latest skincare innovations, and reminders for protecting and nourishing your skin. Join us as we celebrate and prioritize the importance of healthy skin for everyone!

Here's a quick reminder: just because we are in the fall, don't stop wearing your daily sunscreen! It still is important for keeping your skin tone even and protected from damaging UV rays during the cooler months.

## NATIONAL RETINOL DAY - NOVEMBER 7

Retinols are powerhouse ingredients in skincare, well-loved for their ability to improve skin texture, reduce fine lines, and brighten the complexion. Derived from vitamin A, retinols work by accelerating cell turnover, which helps to smooth skin and fade dark spots over time. While they're effective for various skin concerns, from acne to anti-aging, it's important to introduce retinol gradually into your routine and follow it up with daily SPF protection, as it can increase skin sensitivity to sunlight. For best results, consider consulting a skincare professional to find the right retinol strength and formulation for your skin type!

### What's the difference between RETINOLS and RETINOIDS?

Retinoids and retinols are both vitamin A derivatives that benefit skin health but differ in strength and action. Retinoids, which include prescription options like tretinoin, are more potent and work faster, making them effective for treating severe acne, deep wrinkles, and pigmentation. Retinols, on the other hand, are a milder, over-the-counter option that gradually converts into active retinoic acid in the skin, making them gentler and suitable for those with sensitive skin or first-time users. Both promote cell turnover and collagen production, but it's best to choose based on your skin's tolerance and goals.

Schedule your appointment today if you have more questions about whether retinols or retinoids may be right for you!

## PRODUCT SPOTLIGHT: RESTORATIVE NECK COMPLEX WITH TRIHEX TECHNOLOGY

### We love a good turkey, but...

Restorative Neck Complex with TriHex Technology is specifically designed to target aging skin on the neck, an area prone to visible signs of aging. This powerful formula works to firm and tighten the delicate skin, reducing the appearance of fine lines and crepiness.

It also improves skin texture and elasticity with ingredients that boost collagen and elastin production, providing a more lifted and youthful look over time. With regular use, Alastin Neck Correct can help rejuvenate the neck area, offering a smoother, more resilient appearance.



## BOTOX® COSMETIC DAY 2024 - NOVEMBER 20

**BOTOX®  
COSMETIC  
DAY**

NOVEMBER 20



Not actual vial.

CELEBRATE WITH US  
**NOV. 1-30**

**REFER**  
Refer a friend to Allē,  
and you'll both get  
**\$50 OFF**  
a BOTOX® Cosmetic  
treatment

**WIN**  
Register, book a consultation and  
get treated for a chance to win  
**\$10,000\***

While supplies last. Terms and Conditions apply. Learn more at [botoxcosmeticday.com](https://botoxcosmeticday.com)  
\*NO PURCHASE NECESSARY. Open to Allē Members in 50 U.S./D.C.; 18+ (19+ in AL, NE; 21+ in MS).  
You must register online prior to treatment between 12:00:01 AM PT on 11/1/24 and 7:59:59 PM PT  
on 11/30/24. Treatment must occur by 12/6/24. See Official Rules for all details and how to enter  
without purchase at <https://alle.com/lp/botoxcosmeticdaysweeps-official-rules>.

**On 11.20, Allē Members can buy one \$50 BOTOX® Cosmetic gift card and get one FREE.**

**Members can also register by 11/30 and get treated with BOTOX® Cosmetic (treatment must occur by 12.6) to be entered for a chance to win \$10,000\*.**

**Plus, Members can also refer a friend to Allē November 1-30 and both the friend and the referrer get \$50 off a BOTOX® Cosmetic Treatment.**

**AND - We are celebrating in a BIG way at Downtown Dermatology! Use your gift cards in December and be entered to win 50 units of Botox!**

*Marvelous Monday*

**NOVEMBER 11th**

**15% OFF**

**ALL COSMETIC PRODUCTS & SERVICES\***

\*excludes Aviclear, CeraVe, LivSo and Latisse

**Save the Next Date!  
DECEMBER 9TH**

\*You may purchase applicable products and cosmetic services at 15% off all day, virtually or in office. Great for body smoothing treatments: SKINVIVE, injectables including Botox, all fillers, Kybella, lasers acne (scars, hair removal, brown spots, unwanted blood vessels), hydrafacials, microneedling, SecretRF and more! Call or message us to take advantage of this great promo for our loyal patients.