



Summer is in full swing, and there's a lot happening at Downtown Dermatology this month – from shining a light on hyperpigmentation and melasma to smart ways to protect your skin from the sun, plus Marvelous Monday and a little love for your lip balm collection. As always, thank you for trusting us with your skin health.

## JULY IS HYPERPIGMENTATION & MELASMA AWARENESS MONTH

Hyperpigmentation – dark patches or spots caused by excess melanin – is one of the most common skin concerns we see, and melasma, a form triggered by hormones and sun exposure, can be especially persistent. Both are more common in patients with skin of color and often worsen with summer sun exposure. The good news: with the right combination of sun protection, targeted skincare, and in-office treatments, meaningful improvement is possible. If discoloration has been bothering you, this is a great month to come in and talk through your options.



A few simple habits go a long way in protecting your skin – and your progress:

- ☀️ Apply a broad-spectrum SPF 30+ every morning, and reapply every 2 hours outdoors.
- ☀️ Seek shade between 10 a.m. and 4 p.m., when UV rays are strongest.
- ☀️ Wear a wide-brimmed hat and UV-protective sunglasses.
- ☀️ Don't forget often-missed spots: ears, hands, and the back of the neck.

### MARVELOUS MONDAY JULY 13TH

Save the date for next month-August 10th!

Enjoy 15% off all day, in-office and virtual. Eligible treatments include SKINVIVE, Botox, fillers, Kybella, lasers, Hydrafacials, Microneedling, SecretRF, and more.

Spots are limited – book early!

## DEFEND + CORRECT + PROTECT: BUILDING YOUR SUN ROUTINE

We love this simple framework for pairing daily habits with the right products:

### Defend – SunISDIN

SunISDIN is an oral supplement designed to work alongside (not replace!) your daily sunscreen. It contains antioxidants like Fernblock®, which help defend skin cells against the effects of UV exposure and support your skin's natural defenses from the inside out.



### Protect – ISDIN Sunscreen

A great sunscreen is your first line of defense. We carry a range of ISDIN formulas so you can choose the texture and finish that fits your skin and your day.



### Correct – CE Ferulic

This antioxidant serum helps correct existing sun damage and environmental stress while enhancing the protective benefits of your daily SPF.



### Bundle & Save

Ask us about our Defend + Correct + Protect bundle – SunISDIN, your choice of ISDIN sunscreen, and CE Ferulic, together at a special price. It's a simple way to build a complete sun-protection routine in one visit.

## NATIONAL LIPSTICK DAY – JULY 29TH



Celebrate by giving your lip products a fresh look! It's the perfect nudge to check the age of what's in your bag.

**The 1-to-2 Year Rule:** Most lip products have a shelf life of 12 to 24 months. Once a tube goes past that window, the oils inside can turn rancid – which breaks down the preservative system and creates an environment where bacteria can thrive. That can lead to lip sores or skin irritation. If you can't remember when you bought it, it's probably time to replace it!

