

# SONIC STYLE FACIAL CLEANSING: DEEP CLEANING AND GENTLE

Throughout his career, dermatologist W. Philip Werschler, MD, has tested many methods for facial cleansing and preparing the skin prior to procedures. Finding most options to be either too harsh or not effective, Werschler incorporated a sonic skin cleansing system that works to gently unclog pores and loosen sebum, dirt and oil.

"Current treatments leave something to be desired as they do not effectively remove dirt, makeup and environmental toxins gently enough for all skin types and conditions," said Werschler, assistant clinical professor in medicine and dermatology at the University of Washington and president of the American Society of Cosmetic Dermatology and Aesthetic Surgery.

Werschler uses the Clarisonic PRO to properly cleanse the skin before professional procedures such as chemical peels, intense pulse light treatments, laser resurfacing and photodynamic therapy.

Developed by the lead inventor of the Sonicare toothbrush, Clarisonic's gentle micro-massage removes dirt and makeup without stripping the skin surface. The brush's two zones work together for deep skin cleansing. The flexing action of the outer and inner brushes work deep into the pores to loosen dirt and oil; the back-and-forth oscillating motion of the inner brush cleans and stimulates the skin.

"Other facial cleansers lack the deep cleansing method offered by a sonic skin cleansing system such as the Clarisonic PRO—which optimally prepares the skin for absorption of skin care products," Werschler said. "We find it does a superior job of achieving a greater level of facial cleansing than other methods."

## CLARISONIC STUDIES

Studies presented at the American Academy of Dermatology showed sonic skin cleansing to be effective for all skin types. The technology is gentle enough for daily use even on patients with sensitive skin conditions like acne, seborrheic dermatitis and rosacea.



In an 8-week study, researchers used a sonic skin cleansing facial brush on patients with rosacea to determine transepidermal water loss, erythema and skin hydration. The study demonstrated the sonic system was a safe and gentle method of cleansing rosacea-prone skin.

Used professionally in practice, Clarisonic complements professional procedures. Used at home, it extends the professional experience and encourages an improved skin care ritual for healthier skin.

## A NEW, COMPACT ARRIVAL

While the Clarisonic PRO continues to be the top-of-the-line model and is exclusively available through skin care professionals, sonic skin cleansing is soon to be available in compact form with the arrival of Clarisonic Mia. Lightweight and compact, Mia gently, naturally and effectively cleanses the face at home or on the go. The professional-caliber technology introduces sonic skin cleansing to your client's skin care ritual at a lower price point.

Available through skin care professionals this summer, Mia is perfect for clients on the go—whether at the gym or while traveling. The one-button, one-speed, one-minute Mia offers quick results that complement any skin care ritual. Like the Clarisonic PRO, Mia is waterproof and can be used in the shower or tub.

"When patients ask us what is the best way to take care of their skin, we recommend that they use a sonic skin cleansing system such as Clarisonic twice a day," Werschler said. "Similar to maintaining good oral hygiene, the system becomes part of patients' daily routine for good skin hygiene."



CLARISONIC  
(888) 525-2747  
WWW.CLARISONIC.COM