

## **42 - BioBalance Botanical Skin Care Products**

BioBalance Podcast — Dr. Kathy Maupin and [Brett Newcomb](#)

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Dr. Kathy Maupin: This is episode 42 of the BioBalance Healthcast. I'm Dr. Kathy Maupin.

Brett Newcomb: And I'm Brett Newcomb. Today we're going to talk about some of the ancillary products and services that are available for you at BioBalance Health. Kathy, one of the things that you have said to me regularly is that you want your patients to look as good as they feel. All of our conversations have been focused on what it is and how it is that you make people feel better. I don't know much about what you do in terms of helping people look better. I know that you have laser treatments for skin blemishes, and other issues, hair and so on and we'll talk about those in a different podcast. But you've developed a product line, and what's unusual about this is that you've developed this product line. This isn't something you just went to a convention and bought a bunch of and put your name on it.

KM: That's right. That's what most dermatologists do.

BN: So you're involved with a special kind of company. It's called?

KM: It's called Helena Andre. And it's a very high end cosmeceutical company that supplies very high end spas.

BN: And you're actually the medical director for this company.

KM: Yes, I am the medical director. And I asked them if I could do my own line of products. Because their products are so good, so effective, I took their products basically, and found the ones that I liked for my patients. Then I changed them, changed the formula, added things.

BN: So you worked with their chemist in term of the ingredients that you wanted put in.

KM: Adding things, yes. And I had certain requirements to make sure that they had a nice smell with a natural kind of either flower or essential oil. I wanted to make sure that that smell, or that essence was gone by the time they put their perfume on. So I didn't want it to last, I mean that's the last thing you want.

BN: You didn't want to camouflage that. You hate walking past an old lady that smells from 40 yards away, even if she smells good.

KM: Right and this is a very mild, nice kind of aroma therapy while you're putting it on, but they it goes away. Which is what I was looking for and so we made sure of that.

BN: In discussing this preparing for this podcast we talked about the fact that in developing this product line and deciding to develop a product line you had four goals. Talk about what those goals are.

KM: The first goal was to actually change the texture of the skin. Most of my patients come in, first of all they don't wash their face every day. They put more make up on, and more make up on. And so that's a big issue by giving them a wash or suggesting a wash so they'll wash their face. But making the texture different by using these products every day. That was my first requirement. Then I wanted it to be botanical. Botanical meaning, my mother was an herbalist so I wanted to use flowers and essential oils to actually actively change and improve the skin. Heal it.

BN: So as a reflection of what you learned from her as an herbalist then you had that sensitivity to bring it to these products.

KM: Yes. That was the second thing I had in mind. And then a lot of these things came from going to the beauty counter and finding things that didn't work that I spent tons of money on and not finding really anything I liked. And then finding products like my eye gel has three active ingredients in it. Now if you go to the beauty counter you find three different eye products. Each cost a lot with one active ingredient in it. So I wanted my eye gel to have vitamin K, so that it decreases the circles, because I generally without this I'd have terrible dark circles. I wanted to decrease puffiness. So that's arnica. Arnica is a flower actually. We use arnica to decrease puffiness and then we have aloe in it as well. All of those things plus a couple other minor active ingredients gives you everything in one. That's what I was looking for. I didn't want to have people wasting money on three products.

BN: So you want to maximize the net gain for the client with the least amount of expenditure and the least cumbersome amount of product.

KM: That's right and there's another thing. People go to the store and they buy the wrong product for their skin type. I've been guilty of that. You go and look at a spa's products and it's confusing. I wanted it to be obviously keyed to the skin type. We have a green or a teal is normal skin, and purple is oily or problem skin and then we have another line which is blue which is dry skin. All of these things help people to pick them out.

BN: Right, and actually it's very user friendly. And when you originally told me this you said there were three different kinds of skin and I don't know that I knew what those classifications were. But you have labels that are color coded for the kind of skin that somebody has so once that's determined, I'm sure they already know, but you can work with them. Then they can come to your office or they can go online and order these things. And they can look at the colors and say I need the blue one, or I need the purple one, or I need the green one. But I also noticed there are numbers on them so what is that?

KM: The numbers are, I never knew which came first, I'd have to think about it every morning. Well I don't want to think about it every morning. I want to just have them lined up on my counter and go 1, 2, 3, 4. So I put 1 as the wash in each skin type. Number 1 is the wash. Number 2 is the toner. Number 3 is the moisturizer for day and then there's a moisturizer for night in dry and normal skin. What are you laughing about?

BN: That's why they say beauty must suffer. Oh my gosh, you have to do all that?

KM: Yes. This is just common knowledge for women. Women know that you have to do all of this stuff and they're like "how do you do all that?" And if you're busy.

BN: I actually have a male friend that does all this. I go skiing with him. He takes his wedding ring off and puts it in his ear so he won't lose it and then he puts all this cream and lotions on. And all the guys laugh at him we're all like, have another beer.

KM: How does he look?

BN: You know, he has beautiful skin.

KM: See even the men in your life can have beautiful skin.

BN: He does have beautiful skin.

KM: Because you have to exfoliate and that's what toners are for and no one really thinks about that but the dead skin on your face makes you look bad.

BN: Skin dies and skin comes off and it's replenished. And so that's a natural process. What you're doing is to developing a product line to enhance and facilitate that process so that the quality of the skin does what?

KM: It's healthy, it's smooth. It doesn't age as quickly, in fact it reverses aging in some instances. Like my Vitamin C serum is by far the best Vitamin C serum I've ever tried, hands down. It's thicker, it has frankincense.

BN: And myrrh.

KM: And myrrh. We're really not embalming ourselves. But the Vitamin C is a very high percentage so it actually changes what your face feels like and looks like. And I put that on after I go out in the sun, unless I'm burned because then it stings. But it heals my skin. It's just as important to do that, to heal your skin after sun, as to put your sunscreen on before you go out. Because there's always damage no matter how much sunscreen you have. That was one of those things I was looking for, is to have a really good product, better than anything out there. I don't care what comes out. This will always be better because my patients tell me what I should do with them, and I change the product.

BN: So you're talking about vitamins, you're talking about herbal ingredients, you're talking about textural issues; the color, the smell, the feel of these creams and lotions. Are they prescriptions?

KM: No.

BN: Why not?

KM: They are not prescription because they don't have any, the FDA runs this as well as medicines, and because we don't have a sunscreen which requires an FDA license, we're not doing that, we don't have any hormones in our products. However, just an aside, back in the 70's when everyone loved Oil of Olay, Oil of Olay had estrogen in it, and that's why our mother's skin looked so beautiful. They just bought it over the counter, well that's no longer possible. But because of the fact that estrodial and estriol, which is the pregnancy hormone, is only good for skin care, not really anything else, I have a powder that you can put into the moisturizer so that you can actually apply the estrodial and the estriol to your skin. That even accelerates the healing and the youthfulness and helping all of the lines out so you don't have wrinkles.

BN: You talk about different products and they're color coded and they're numbered for application so that anybody can understand the best way to use them. And you're saying that this is the facilitation of the natural process for caring for your skin. How do you promote this to your patients? I mean most people don't think about going to their doctor's office for skin care.

KM: Especially not their gynecologist or their hormone doctor. But in general my patients ask me "what are you doing to your skin?" They ask me. My employees and I are the best advertising because we use the products.

KM: Marketers. Yes. Let's talk about some of these products then. You were talking about something that's volcanic mud. You were talking about something else that was peppermint and brown sugar. Tell me what these things are.

KM: A lot of these things go back to ancient Egypt all of the things they knew then, we just reincorporate. There's nothing new under the sun. So we use volcanic mud for blemished skin and it's actually glacial mud from Iceland.

BN: Okay, and they have such nice skin in Iceland.

KM: Yes, they do, you know, they just mud baths. So anyway this is something you put on your face and as you're washing you face it pulls the oil out. So it leaves your face really smooth.

BN: So it that like a facial or a mud pack when women go to the spa and they get that, is this similar to that?

KM: Yes it's similar to that. But you can get a mud pack to hydrate yourself. It just depends on the mud. This is really just for taking off the oil, exfoliating.

BN: It's all mud to me.

KM: It's all mud to you. Then we have other products that are kind of interesting, you talked about the brown sugar and that's one of my favorite products because I use it like way too often. I love it, it makes me feel really good after, when I'm taking a shower I use this. I don't have a sample of it here but it's a big tub, it's a pound tub of brown sugar, Vitamin C, and peppermint and several other ingredients. And you take a scoop out and you literally rub down your entire body, exfoliate your whole body.

BN: And when you say exfoliate you mean, taking all the dead skin off.

KM: Taking all the dead skin off, especially elbows and things like that. So when I'm doing that I get this rush because it's all this peppermint smell.

BN: I hate a woman with rough elbows.

KM: Yes I know but we fix that. But you like a woman who's happy when she gets out of the shower and not unhappy the rest of the day.

BN: Yes I do.

KM: This is one of those things that I recommend to people. It helps your mood, it helps your spirit, and it makes your skin glow. I use that, I recommend it once a week; I use it probably every other day.

BN: But again, you're not trying to maximize volume. As you were saying, trying to get the most amount of active ingredients in each one of these products so that people can buy the system that works for their skin type and not over spend.

KM: Right, I only have two real body products. I have Tahitian body, which we call peel but really it's a hydrator. We're going to rename it with the new packaging. But we have that and we have the sugar scrub. That's really it for the body. But I use the Vitamin C all over my body because that works nicely, it heals well.

BN: A lot of skin care information is available on the website. You have an esthetician?

KM: We have an esthetician, a medical assistant and a nurse practitioner who does just skin care.

BN: So if they can't find the information that they need from the website they can actually call the office and make arrangements to speak to one of these individuals.

KM: Yes, right and you can get a consultation. We have a machine that you can put your face into and see what needs to be taken care and see what kind of products you need and what kind of laser. So it's pretty easy and then you sit down with the

esthetician or the MA or the nurse and she'll go through everything with you and help you decide.

BN: Okay, so as we were saying these are ancillary products and services available in addition to the medical work you do for hormone replacement therapy which is a new medical specialty. If you have questions about these products, if you have comments about this podcast or any other podcast you can email us at [podcast@biobalancehealth.com](mailto:podcast@biobalancehealth.com) you can read my blog at brettnewcomb.com

KM: And if you'd like to know more about BioBalance Health or bio-identical hormones visit our website [BioBalanceHealth.com](http://BioBalanceHealth.com) or call my office at 314.993.0963.

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