

## From the Inside Out

### Lifestyle Changes that Impact Appearance

Jeannette Graf, MD, a dermatologist in private practice in Great Neck, New York and author of *Stop Aging, Start Living* discusses advantageous lifestyle changes during patient consults. "Lifestyle habits are very important, and it's very difficult to break bad habits," she says, "I don't want to scare patients away. The goal is to work together on very gradual changes, so I try to move them slowly away from bad habits toward healthier ones."

**"Lifestyle counseling is a very nice service to offer patients, and it does increase their loyalty to our practice."**

In addition to encouraging patients to tackle the big issues—such as smoking cessation and smart sun exposure habits—Dr. Graf helps patients make subtle dietary changes that will benefit the health and appearance of their skin.

"I encourage patients to avoid refined sugars and replace them with sugar substitutes, raw sugar or thick honey," she says. "I encourage them to avoid colas that leech minerals from the body, especially the darker colored ones. I tell my patients, 'If you must drink soda, have a lighter color beverage like 7Up or Sprite.'"

Dr. Graf also advises her patients to purchase what she calls an "alkaline cocktail" to help bring their skin to optimal health. "Anything green is alkaline, and we want our bodies to be

more alkaline," she says. "I tell patients to go their local health food store, get one of the green powdered drinks and add the powder to their favorite beverage every morning. I also encourage them to incorporate more fruits and veggies—especially the green vegetables like kale and seaweed—into their diets."

In addition to dietary concerns, physical activity is an important component to overall wellness and skin health. "I encourage patients to adopt an activity that they really enjoy—dancing, spinning, aerobics, running," says Dr. Graf.

"Movement not only benefits your health, it can bring joy into your life and reduce stress, both of which improve skin condition, particularly chronic conditions."

### Incorporating Lifestyle Services

The Juva Skin & Laser Center in New York works with a nutritionist and a personal trainer on an independent contractor basis. "Patients ask me, 'What's the best way to keep weight off after liposuction?' and some of our spa clients have expressed an interest in liposuction but they ask, 'Is there anything else I can try first?'" says Juva founder and dermatologist Bruce Katz, MD. "We also have a plastic surgeon here who works with post-bariatric surgery patients, and these patients often work with the nutritionist and personal trainer."

Physicians who incorporate nutrition and wellness counseling may find these topics offer new retail opportunities. "Some doctors may want to carry their own green powdered drinks or supplements," says Dr. Graf. "Metagenics [metagenics.com] and Pure Encapsulations [purecaps.com] offer very good quality supplements for physicians to retail."



Michelle Yagoda, MD, a facial plastic surgeon based in Manhattan, is the co-creator of BeautyScoop (beautyscoop.com), an ingestible beauty product she developed with chemist Eugene Gans. "After I performed neck lifts, face lifts and rhinoplasties, patients would ask what they could do to improve the condition of their skin," says Dr. Yagoda. She and Gans worked together for 10 years conducting placebo-controlled, double-blind studies, to create BeautyScoop. The patent-pending formula features soy protein-derived peptides, safflower and canola oils, plus vitamins and minerals with a proven track record in supporting skin, hair and nail health.

"I post information in the waiting room and treatment rooms, but I'm very hands-off when it comes to retailing," says Dr. Yagoda. "I wait for the patient to inquire about the product or ask, 'Is there something else I can do?'"

### Promoting Lifestyle Services

Juva promotes its lifestyle support services through its newsletter and monthly JuvaChat lecture series. "Our nutritionist has written articles for the newsletter offering tips on healthy eating," says Dr. Katz. "She and our personal trainer have each lectured on new topics in their respective fields as part of our JuvaChats in-house lecture series as well." Juva also includes a free consult with its nutritionist for all liposuction patients.

"I don't recommend trying to bring in a full-time nutritionist or trainer because your practice will not be able to support them," says Dr. Katz. "But partnering with independent contractors who can give your patients priority is beneficial. It's a very nice service to offer patients, and it does increase their loyalty to our practice because they view us as more than just a dermatology practice. They see us as a one-stop-shop for their health, beauty and wellness needs." ■

*Inga Hansen is the executive editor of MedEsthetics magazine.*

