

Cynthia Brooks Reporting

New Skin Care Cream Based On DNA

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Scientists have identified five genes that explain a lot about our skin. Everyone's skin genes are different and its those genes that determine how our skin ages.

Sona MedSpa in Virginia Beach and Newport News will check your genes and mix up an individualized skin cream. The service is brand new and about a dozen people have purchased it so far, including 52 year old Kathy Quinn of Chesapeake. "I'm always willing to try things because I want better things for my skin," said Quinn.

The process toward customized skin cream actually begins in the patient's mouth. Sona MedSpa Corporate Esthetician Connie Traugh swabbed the inside of Quinn's cheek to get a sample of her DNA. The sample is sent out to a laboratory where scientists will analyze Quinn's cheek cells, not saliva. The process is called Dermagenetics.

"Now its possible to examine five key areas in the skin that relate to the wrinkle and aging genes," explained Traugh. Once Quinn's five skin genes are analyzed, scientists will mix up a formula of certain enzymes, antioxidants or amino acids, based on what Quinn's genes tell them.

The five key areas which the skin test focuses on are Photoaging, Mild Irritation, Oxidative Stress 1, Oxidative Stress 2 and Environmental Pollutants. The way your skin reacts to these conditions is based on the genes that you inherited from your parents.

"Now with scientific technology, we can actually zero in on what ingredients you need and customize that because getting too much of an ingredient actually can be more harmful than not getting enough," said Traugh.

Quinn is hopeful a customized cream can turn back or at least stall the clock of aging. "I feel I have little crows feet and things like that and it'll take care of those and help the firmness of my face, it seems to be a little looser in some areas," said Quinn.

Traugh says this is cutting edge technology that may eventually be as common as prescription medicines. "The one size fits all of skin care products is really coming to an end," said Traugh.

Quinn will return in two weeks to get her cream. She was told it takes about two weeks of using it before she will notice any difference. It costs 359 dollars for the DNA test and the first batch of cream, which lasts about two months. Refills cost 159 dollars.

You can call Sona MedSpa in Virginia Beach at 306-6080 or in Newport News at 599-9600.

