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**INTERVIEW OPPORTUNITY:**

**ORGANIC BEAUTY**

- ***Helendale Dermatology and Medical Spa's Beauty and Skincare Services Go Natural*** -

**ROCHESTER, NY (February 28, 2011)** - A growing fear of the impact toxic ingredients have on the body combined with an appreciation for organic farming are shaping consumers' attitudes towards a more holistic lifestyle. Consumers have been steadily switching to organic personal care items, including skincare, hair care and cosmetic products, to preserve both their health and their looks. As a result, the organic / natural personal care market is exploding. In response to the growing local interest and demand in natural products for total well-being, Helendale Dermatology and Medical Spa is pleased to announce they now offer organic skincare services and cosmetics. Dr. Elizabeth Arthur, board certified dermatologist at Helendale Dermatology and Medical Spa, offers insight on natural ingredients that are the healthier option for your skin.

"The environmental conscientious population is demanding higher quality personal care items that translate into a growing popularity of products containing organic or all-natural ingredients compared to the mass-market varieties," said Dr. Elizabeth Arthur, board certified dermatologist at Helendale Dermatology and Medical Spa. "In recent months, I've seen an upswing in the number of patients concerned about what they apply daily to their skin."

Dr. Elizabeth Arthur suggests you should consider the following tips when it comes to selecting organic / natural skincare products:

- The terms "Natural" and "Organic" are not the same. "Natural" is a marketing term that is not regulated by the government and does not guarantee that the product is comprised of organic ingredients.
- Only products that do not contain synthetic preservatives and chemical ingredients and are verified by a third-party certifying agency may be called or "certified organic" or "organic."
- Is the manufacturer environmentally conscious and responsible? Check to see if it uses packaging that is entirely recyclable or reusable and that the shipping materials are also eco-friendly and biodegradable. The boxes and paper should be from certified sustainably managed forests.
- Verify whether or not the products are tested on animals.
- Currently in the United States, there are no specific regulations on Organic cosmetic products. There are, however, strict regulations governing Organic cosmetics in Europe.
- Look for products containing all-natural ingredients such as oil extracts, hydro-alcohol, plants, herbal distillates, essential oils, etc.
- Replace products containing synthetic fragrances and artificial coloring with organic essential oils and natural coloring.

Helendale Dermatology and Medical Spa is pleased to announce that organic and natural skincare products and services are now available at the practice and medical spa.

"As a local provider of organic and all natural skincare products and services, we are pleased to take part in an approach to beauty and healthy skin that unites cosmetic expertise, all natural ingredients, and respect for the environment," added Dr. Arthur.

**About Helendale Dermatology and Medical Spa:**

Helendale Dermatology and Medical Spa was founded in 2004 by board certified dermatologist, Dr. Elizabeth Arthur, as a full-service dermatology practice that specializes in medical, cosmetic and surgical care of the skin. The on-site Medical Spa offers a wide variety of services aimed at enhancing patients' natural beauty through laser, esthetic and skincare treatments. The practice is located at 500 Helendale Rd, Suite 100 in Rochester, New York and currently employs 18 people. For more information, visit [www.helendaledermatology.com](http://www.helendaledermatology.com).

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**INTERVIEW OPPORTUNITY:** Dr. Elizabeth Arthur, board certified dermatologist at Helendale Dermatology and Medical Spa who is pleased to announce that organic skincare products and services are now available at her practice and spa, is available to discuss the latest organic skincare trend and provide insights on all-natural ingredients are the healthier option for your skin.