



PARINAMA NEWSLETTER

SUMMER SKIN INTELLIGENCE – THE SOUTH INDIAN EDITION

WARM GREETINGS TO OUR TAMIRA FAMILY!

As April settles in across South India, we aren't just facing “warmth” – we are navigating intense solar radiation and fluctuating humidity that demand a specific kind of biological resilience.

At Tamira, we believe aesthetic care begins with prevention and internal health. This month, we're shifting the focus from just “treatments” to a comprehensive Summer Skin Intelligence protocol designed specifically for our local climate.

THE SCIENCE OF SUMMER: WHAT'S HAPPENING TO YOUR SKIN?



In South India, the combination of soaring temperatures and varying humidity levels creates a unique stressor for your skin's biology:

- **Transepidermal Water Loss (TEWL):** High heat accelerates the evaporation of moisture from your skin. Even if it feels “sweaty,” your deeper layers may be parched and dehydrated.
- **The Humidity Trap:** High humidity can lead to increased oil production and clogged pores, triggering “Summer Acne,” while a drop in humidity can weaken your skin barrier, making it sensitive and red.
- **The UV Surge:** Increased UV radiation leads to early collagen breakdown, uneven skin tone, and the rapid darkening of pigmentation.





INTERNAL RADIANCE: THE SUMMER DIET

Your skin is an organ that reflects your internal hydration. This season, prioritize foods that act as “internal umbrellas”:

Foods to Take in Plenty:

- **Water-Rich Vegetables:** Cucumber, ash gourd, and bottle gourd are traditional staples for a reason — they provide structured water that stays in your system longer.
- **Hydrating Fruits:** Watermelon, muskmelon, and citrus fruits are packed with Vitamin C to fight oxidative stress from the sun.
- **The Probiotic Shield:** Curd and buttermilk (Mor) help maintain gut health, which is directly linked to reducing inflammatory skin flare-ups in the heat.

What to Avoid:

- **High-Glycemic Foods:** Sugary drinks and processed snacks can spike insulin, which, when combined with summer sweat, is a recipe for severe acne.
- **Excessive Caffeine/Alcohol:** Both act as diuretics, pulling much-needed moisture away from your skin cells.

YOUR SUMMER HABIT & PROTOCOL



To maintain your glow, your daily routine must adapt to the intensity of the season:

1. **The SPF Upgrade:** Don't just “apply” sunscreen; increase your SPF coverage. Look for medical-grade, broad-spectrum formulas that protect against both UVA and UVB rays.
2. **Barrier Reinforcement:** Even in summer, use a lightweight barrier cream or “skin booster” containing ceramides or hyaluronic acid. These ingredients lock in moisture without feeling heavy or greasy.
3. **The Wash Rule:** Wash your face with a gentle, non-stripping cleanser at least three times a day — especially after being outdoors — to remove sweat, salt, and environmental pollutants that can irritate the skin barrier.
4. **Protective Wear:** Physical barriers like wide-brimmed hats or UV-protective clothing are essential during peak sun hours.



SUMMER-FRIENDLY PROFESSIONAL SUPPORT

For those looking to repair existing damage or deeply hydrate, we have curated these medical-grade interventions:

- **Brightening Hydrafacial** – Deeply cleanses pores and infuses antioxidants (Starting from ₹10,999)
- **Skin Boosters** – Strategic micro-injections of hydration to restore the barrier from within (Starting from ₹10,999)
- **Scalp & Hair PRP** – To strengthen follicles stressed by heat and sweat (Starting from ₹8,999)
- **Laser Hair Removal** – Smooth, hair-free skin with long-term reduction (Starting from ₹3,499)

All prices are inclusive of taxes and valid until 15th April 2026.



Stay cool, stay hydrated, and let your skin thrive this summer.