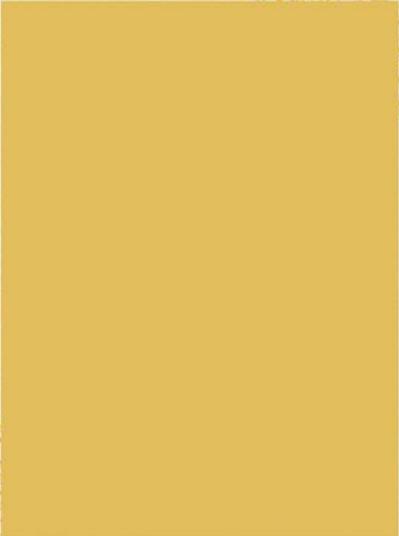


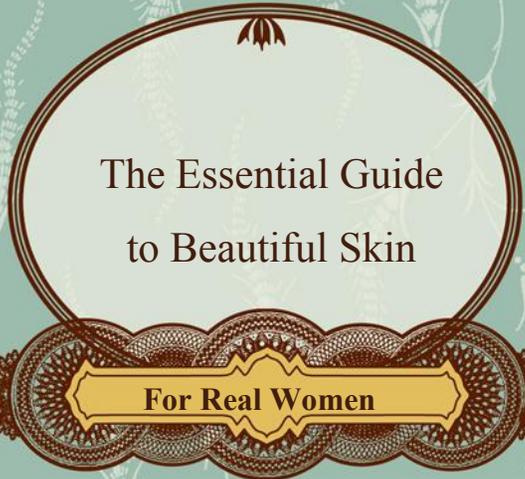


**The Occasional Treat:
Exfoliate**

Exfoliating removes dead skin cells. This prevents dull skin and clogged pores. The skin should be exfoliated 1-2 times per week after cleansing. Be sure to choose a product designed for your skin type.



**The Essential Guide
to Beautiful Skin**



For Real Women



Step 1: Cleanse

Why is Cleansing Important?

The face should be cleansed twice daily to remove oil, dirt, pollutants and make-up. Cleansing reduces the appearance of dull, oily skin and prevents clogged pores.

How to Choose the Right Cleanser for Your Skin Type

Oily Skin – Oily skin types should use a gel cleanser rather than a creamy cleanser. For acne prone skin, look for products that include salicylic acid, glycolic acid, or tea tree oil.

Dry Skin – If you have dry skin, you should choose a creamy face wash that does not strip the skin of natural oils. Cleansing milk is an option for very dry skin.

Sensitive – There are products designed specifically for sensitive skin. These cleansers are very gentle. Always read the ingredient list on products before using.

Cleansing Tips for All Skin Types

- Never use soap instead of a cleanser. The chemical design of soap is too harsh for the delicate skin on your face.
- Do not use cleansers that contain alcohol or anti-bacterial ingredients. These harsh chemicals will dry out your skin.
- Avoid washing your face more than twice a day.

Step 2: Tone

What Does Toning Do?

- Restores skin's pH balance after cleansing
- Minimizes pores
- Calms and soothes skin

Toner Tips

- Avoid toners with high alcohol contents.
- Clarifying lotions, fresheners, and astringents are types of toners.
- Like cleansers, toners are based on your skin type. Products are labeled for oily, dry, or normal skin.

Step 3

In the AM: Protect and Moisturize

Choose a moisturizer that contains an SPF that protects against UVA and UVB rays. The National Skin Cancer Foundation recommends using a minimum of SPF 15. Even oily skin types need to use a daily moisturizer.

In the PM: Nourish and Moisturize

Night face creams tend to be thicker and should contain anti-aging ingredients. Look for products that contain antioxidants such as Vitamin E and C. Even oily skin types need to use a nightly moisturizer.