

## THIS A,B,C STARTS WITH E



The vast majority of people have a two-step approach to skincare : cleansing, moisturizing, repeat. What lacks is a critical step in between and this ABC starts with E-----exfoliation.

Exfoliation, when done correctly, gives skin its glow and freshness. Exfoliants help to remove the top, dead layer of skin on the surface, exposing the brighter, smoother skin underneath. It does NOT take an appreciable amount of time to do and in most cases should not be done every day. If you are confused or a little

intimidated about trying it or you have done it and it doesn't feel "right", hopefully, the following will help.

Exfoliants basically break down into two types, mechanical (scrubs), and chemical. Some exfoliants contain both in order to be twice as effective. We actually carry a double-barreled exfoliant called Retinol 2% Exfoliating Scrub/Mask. This powerful, yet gentle treatment, used approximately twice weekly, gives impressive results. The mechanical ingredient, jojoba beads, not only gently buffs the skin, but leaves behind moisture. Consider many OTC scrubs contain ground nut shells! These products are way too harsh for facial skin. Another major player, Kojic Acid which is derived from mushrooms, is the chemical component. Kojic Acid brightens skin discoloration through continued use. It's a gradual process, but it WORKS.

Another, milder form of exfoliant/toner can be found in our Glycolic/Retinol Pads. The mild glycolic acid/retinol combo inspires cell turnover without the possible irritation of a scrub. Conversely, it can be used in conjunction with a scrub if more intense work is necessary.

What about special conditions? If one is pregnant, lactating, has eczema, or just has highly reactive skin, does this rule out exfoliation? Happily, no. Beautiful results can be obtained with restraint and the proper products and we have them as well. This skin treatment is found in a two-step process using Raspberry Refining Scrub (twice weekly) followed by Beta-Carotene/Papain Renewal Serum (a combination serum and exfoliant). This serum is to be used nightly before moisturizing. Effective and safe!

One caveat here.....once you get used to an exfoliation routine, don't OVER DO it! If you start to experience dryness or irritation, SLOW DOWN. Excessive exfoliation can actually age skin. There is too much of a good thing!

So remember this:

- Know your skin.
- Know your ingredients.
- Have fun!

Still confused or have questions? Mary Ann or Bethany will help you to achieve your happiest skin ever!

**Receive 10% discount on all Skin Script exfoliants during the month of October!**