

This Skincare **A**(always) **B**(beautiful) **C**(complexions) Starts With S



Serums: Gifts for your Skin

The past few months we reviewed the ABC's of skincare: cleansing, exfoliating, moisturizing. These are all the steps needed, right? Basically (and that is the operative word), yes. But, just as

we graduate from reading a primer to enjoying a novel, we need to build on our skincare basics to go from ABC to a more satisfying level. This is done with serums. Serums make good skin, great skin.

For those of you who are confused about what serums do or feel that they are an unnecessary addition, serums are about to become your new best friend.

Serums answer many needs. They serve as a first aid kit for stress and damage, they boost the efficiency of your product, and they customize your skin care regimen to maximum effect. There are also serums that target specific areas or address particular problems. So let's get started!

The following is a breakdown of our serums, what ingredients they contain, what they do, and how they can be used. Hopefully, this little guide will help demystify the very thing, possibly, that you've been seeking.

Ageless Skin Hydrating Serum - The primary ingredient in this serum is Glycoderm, a combination of honey, hyaluronic acid, and lipids. Honey has great healing properties and has historically been used for improving skin. Hyaluronic acid is one of the great, great products for skin as it draws water to skin from the atmosphere and strengthens the integrity of the skin's matrix. Lipids do myriad enhancements as well including strengthening the skin barrier and helps with the regeneration of healthy cells.

What does this mean for you and how would you use it? This is a very versatile product and can be used universally, but is particularly good for acneic skin (honey) and dehydrated skin (hyaluronic acid). All of us, from time to time have felt the effects of dehydration, be it jet lag, sleep deprivation, or not incorporating enough water in our diet.

Vitamin C/Green Tea Serum - Because this serum is bursting with anti-oxidants (green tea), and Vitamin C, this serum is fantastic for aging skin, preventing and correcting damage, and feeding the skin with nutrients. Vitamin C has been proven to assist in strengthening weak capillaries that we sometimes see on the cheeks and around the nose.

Who could benefit? People who are dealing with the effects of sunburn or windburn would get relief. If one works in small, enclosed offices, deals with secondhand smoke, or feels their skin is tired or starved can feel its brightening, nourishing, effect. Aging skin that has some pigmentation issues and dullness, plus noticeable capillaries, can see a better overall appearance.

Both of the aforementioned serums work for a variety of skin types and can be just the extra little present you give yourself to maximize what you already do. Now let's discuss specialty serums and why they may have a place in your life. These serums are targeted for very specific purposes and needs.

Beta/Carotene Papain Renewal Serum - This serum contains a natural exfoliant (papain) which gently helps release surface skin cells and soften wrinkles. Aloe and olive are legendary skin healers and soothers.

This serum is a great answer for those who want to have brighter, better skin, but have particular conditions that may prevent the usual routine. These special circumstances may be rosacea, highly reactive or delicate skin, or pregnancy. A nightly application should give the desired and more satisfactory result.

Peptide Eye Serum - Another specialty serum, this workhorse is loaded with peptides. Peptides are a short chain of amino acids that penetrate the top layer of skin and send signals to cells to let them know how to function. Peptides help alleviate dark circles, reduce puffiness, decrease wrinkles, and improve circulation. Eyes tend to be the first place to show aging, and no wonder. The area around the eye has the thinnest skin.

This serum can not only be used as a help for aging eyes, it can be used as first aid for lack of sleep or projects and situations that have caused squinting. It can be that little pick me up to give eyes a brighter, more open look. This can be a nice addition to finish a good skin care regimen.

There you have it, serums, a gift to the skin. They are versatile and lovely. One may use serums daily, as a booster, or help in transitional phases of life. They may be used all over the face, in spots or even in combination with each other. Serums are the icing on the cake, the red on the candy, and the bow on the package. In this holiday season, with changes in weather, stress, lack of sleep, and change of routine, the addition of a serum may be the best thing you can do! Have a happy and beautiful holiday season!

December Specials!

Try our serums this month and get 10% off.

Receive a gift with the purchase of any Skin Script product or gift certificate for a facial.

Book a facial in December and get a 20% discount off any Skin Script product.