



Understanding Your Skin

Skin Types

Normal Skin	Balanced moisture, small pores, even tone. Minimal issues.
Oily Skin	Excess oil, large pores, prone to breakouts. Shiny appearance.
Dry Skin	Tight, flaky, or itchy. Small pores. May feel rough. Lacks moisture.
Combination Skin	Oily T-zone (forehead, nose, chin) with dry cheeks. Pore size varies.
Sensitive Skin	Easily irritated, red, or itchy. Reacts to many products.
Mature Skin	Fine lines, wrinkles, age spots, loss of elasticity, dryness.

Determining Your Skin Type

- Cleanse:** Wash your face with a gentle cleanser and pat dry.
- Wait:** Do not apply any products and wait 30 minutes.
- Observe:** Examine your skin in a mirror. Note any areas that are oily, dry, or normal.
- Touch:** Gently touch your face. Does it feel tight, smooth, or oily?

Skin Concerns

Acne	Pimples, blackheads, whiteheads. Caused by clogged pores and bacteria.
Hyperpigmentation	Dark spots, sunspots, melasma. Caused by excess melanin production.
Redness/Rosacea	Flushing, visible blood vessels, bumps. Common in sensitive skin.
Fine Lines & Wrinkles	Caused by aging, sun damage, and decreased collagen production.
Dehydration	Skin lacks water, resulting in dullness, tightness, and increased fine lines.
Enlarged Pores	Often associated with oily skin. Can be caused by clogged pores and decreased elasticity.

Skincare Routine Essentials

Core Routine

A basic skincare routine includes cleansing, treating and moisturizing, and sun protection (AM only). Consistency is key for visible results.

Step-by-Step Guide

AM Routine:	<ol style="list-style-type: none"> Cleanser: Gently wash away impurities. Treatment: Serums or spot treatments for specific concerns. Moisturizer: Hydrate and protect the skin barrier. Sunscreen: Apply generously to protect from UV damage (SPF 30+).
PM Routine:	<ol style="list-style-type: none"> Cleanser: Remove makeup and impurities (double cleanse if needed). Treatment: Serums, retinoids, or targeted treatments. Moisturizer: Replenish moisture lost during the day.

Product Recommendations

Cleanser	Gentle, sulfate-free formula. Look for ingredients like ceramides or hyaluronic acid.
Serum	Vitamin C (brightening), Hyaluronic Acid (hydration), Niacinamide (pore minimizing).
Moisturizer	Choose based on skin type: lightweight lotions for oily skin, rich creams for dry skin.
Sunscreen	Broad spectrum SPF 30 or higher. Mineral sunscreens (zinc oxide, titanium dioxide) are good for sensitive skin.
Retinoid	Use at night to promote cell turnover and reduce wrinkles. Start with a low concentration and use sparingly.
Exfoliant	AHAs (glycolic, lactic acid) or BHAs (salicylic acid) to remove dead skin cells. Use 1-3 times per week.

Key Skincare Ingredients

Hydrators

Hyaluronic Acid	Attracts and holds moisture in the skin.
Glycerin	A humectant that draws moisture from the air into the skin.
Ceramides	Lipids that help strengthen the skin barrier and prevent moisture loss.

Anti-Aging Ingredients

Retinoids	Promote cell turnover, reduce wrinkles, and improve skin texture. Examples: Retinol, Tretinoin.
Peptides	Amino acids that stimulate collagen production.
Antioxidants	Protect skin from free radical damage. Examples: Vitamin C, Vitamin E, Green Tea Extract.

Acne-Fighting Ingredients

Salicylic Acid	BHA that exfoliates inside pores to unclog them.
Benzoyl Peroxide	Kills acne-causing bacteria.
Tea Tree Oil	Natural antibacterial and anti-inflammatory properties.

Brightening Ingredients

Vitamin C	Antioxidant that brightens skin and reduces hyperpigmentation.
Niacinamide	Reduces hyperpigmentation, minimizes pores, and improves skin tone.
Alpha Arbutin	Inhibits melanin production to lighten dark spots.

Skincare Tips & Tricks

Application Order

Apply products from thinnest to thickest consistency. This allows each product to properly absorb into the skin.

Sun Protection

Apply sunscreen every day, even on cloudy days. Reapply every two hours when exposed to direct sunlight. Use a broad-spectrum sunscreen with SPF 30 or higher.

Patch Testing

Before introducing a new product into your routine, perform a patch test. Apply a small amount to a discreet area (e.g., inner forearm) and wait 24-48 hours to check for any adverse reactions.

Lifestyle Factors

Hydration	Drink plenty of water to keep skin hydrated from the inside out.
Diet	Eat a balanced diet rich in fruits, vegetables, and healthy fats.
Sleep	Get adequate sleep to allow your skin to repair and regenerate.
Stress Management	Practice stress-reducing activities like yoga, meditation, or spending time in nature.