

Understanding Your Skin

Skin Types		Determining Your Skin Type	Skin Concerns	
Normal Skin	Balanced moisture, small pores, even tone. Minimal issues.	<ol style="list-style-type: none"><li><b>Cleanse:</b> Wash your face with a gentle cleanser and pat dry.</li><li><b>Wait:</b> Do not apply any products and wait 30 minutes.</li><li><b>Observe:</b> Examine your skin in a mirror. Note any areas that are oily, dry, or normal.</li><li><b>Touch:</b> Gently touch your face. Does it feel tight, smooth, or oily?</li></ol>	Acne	Pimples, blackheads, whiteheads. Caused by clogged pores and bacteria.
Oily Skin	Excess oil, large pores, prone to breakouts. Shiny appearance.		Hyperpigmentation	Dark spots, sunspots, melasma. Caused by excess melanin production.
Dry Skin	Tight, flaky, or itchy. Small pores. May feel rough. Lacks moisture.		Redness/Rosacea	Flushing, visible blood vessels, bumps. Common in sensitive skin.
Combination Skin	Oily T-zone (forehead, nose, chin) with dry cheeks. Pore size varies.		Fine Lines & Wrinkles	Caused by aging, sun damage, and decreased collagen production.
Sensitive Skin	Easily irritated, red, or itchy. Reacts to many products.		Dehydration	Skin lacks water, resulting in dullness, tightness, and increased fine lines.
Mature Skin	Fine lines, wrinkles, age spots, loss of elasticity, dryness.		Enlarged Pores	Often associated with oily skin. Can be caused by clogged pores and decreased elasticity.

Skincare Routine Essentials

Core Routine	Step-by-Step Guide	Product Recommendations
A basic skincare routine includes cleansing, treating and moisturizing, and sun protection (AM only). Consistency is key for visible results.	<div><b>AM Routine:</b><ol style="list-style-type: none"><li><b>Cleanser:</b> Gently wash away impurities.</li><li><b>Treatment:</b> Serums or spot treatments for specific concerns.</li><li><b>Moisturizer:</b> Hydrate and protect the skin barrier.</li><li><b>Sunscreen:</b> Apply generously to protect from UV damage (SPF 30+).</li></ol></div>	<div><b>Cleanser</b> Gentle, sulfate-free formula. Look for ingredients like ceramides or hyaluronic acid.</div>
		<div><b>Serum</b> Vitamin C (brightening), Hyaluronic Acid (hydration), Niacinamide (pore minimizing).</div>
		<div><b>Moisturizer</b> Choose based on skin type: lightweight lotions for oily skin, rich creams for dry skin.</div>
		<div><b>Sunscreen</b> Broad spectrum SPF 30 or higher. Mineral sunscreens (zinc oxide, titanium dioxide) are good for sensitive skin.</div>
	<div><b>PM Routine:</b><ol style="list-style-type: none"><li><b>Cleanser:</b> Remove makeup and impurities (double cleanse if needed).</li><li><b>Treatment:</b> Serums, retinoids, or targeted treatments.</li><li><b>Moisturizer:</b> Replenish moisture lost during the day.</li></ol></div>	<div><b>Retinoid</b> Use at night to promote cell turnover and reduce wrinkles. Start with a low concentration and use sparingly.</div>
		<div><b>Exfoliant</b> AHAs (glycolic, lactic acid) or BHAs (salicylic acid) to remove dead skin cells. Use 1-3 times per week.</div>

Key Skincare Ingredients

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

Anti-Aging Ingredients

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

Skincare Tips & Tricks

Application Order

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

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

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.
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Brightening Ingredients

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

Lifestyle Factors

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