

THE BEGINNERS MAKEUP GUIDE

RADIANT SKIN IN JUST 3 STEPS!



*Build a
skincare
routine*

*Find the
perfect
formula*

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YOUR GUIDE TO RADIANT SKIN

Radiant Skin in 3 Easy Steps!



BASIC STEPS:

- Keep It Clean!
- Stay Hydrated!
- Treat Yourself!

KEEP IT CLEAN!

Would you throw on a brand spankin' new outfit without bathing first? Of course not! So why would you want to apply makeup without washing your face? Cleansing your skin is the first step to radiant skin and the easiest.

Washing your face morning and night is important because it removes all of the dirt, oil and pollutants your skin absorbs everyday just from walking outside. The result? Clean, clear skin that's ready for a flawless makeup application!

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Radiant Skin in 3 Easy Steps!

STAY HYDRATED!

Now it's time to moisturize! Whether you're bone dry or an oil slick, your skin needs a moisturizer to stay hydrated and look smooth, clear and radiant. Making sure to slather on a little moisturizer before you leave the house will block some of those nasty environmental impurities and helps to keep your moisture barrier in tact so your skin always looks smooth and plump. Applying makeup without moisturizer can leave skin looking dull, flaky and even oily. You don't want that!

TREAT YOURSELF!

Doesn't it feel good to treat yourself after a long week? Well, your skin could use a little treat too! Believe it or not, your skin works just as hard as you do to keep you looking your best. Even when it doesn't always seem like it! Blemishes, enlarged pores and even dark spots are sometimes your skin's way of asking for a little help and extra TLC. Pamper your skin with a mask or scrub to give your skin the extra boost it needs to be healthy and radiant!

HOW TO ASSESS YOUR

SKIN TYPE

SIMPLE SKIN ANALYSIS GUIDE

SELF TEST

How to Analyze Your Skin

Look at your clean skin

Wash your face and take a good look at your skin. Examine the texture. How does your skin feel? Is it smooth (normal)? Flaky or tight (dry)? Shiny (oily)?

Examine your skin throughout the day

After moisturizing, take note of how your skin looks by midday. Are you shiny with oil breaking through (oily or combination)? Does your skin still feel dry as if you didn't moisturize (dry)? Is it the same as before moisturizing (normal)?

What's influencing your skin condition?

Our skin type (or needs) are not always the same. Sometimes, lifestyle factors influence skin behaviors. Stress, hormones, environmental pollutants and more can cause skin to feel dry or even oily. It's important to notice when and how your skin changes to best address your concerns. Balance is the key to maintaining healthy, radiant skin!

WHY IT'S IMPORTANT TO ANALYZE YOUR SKIN

Your skin is a vital organ and it has needs! Using the right products is the best way to nourish your skin and keep it balanced is healthy. Analyzing your skin and knowing your skin type helps you choose the best products for your skin. Which, in turn, helps your skin to look its best!

IT'S NORMAL FOR YOUR SKIN TO CHANGE

Your new favorite cleaner or moisturizer probably won't work for you all year round. That's okay! Your skin changes and has different needs just like the rest of your body does. Just keep note of your skin changes so you know how to address your current skin concerns.

YOUR GUIDE TO

DRY SKIN

HOW TO ANALYZE & TREAT YOUR SKIN

DO I HAVE DRY SKIN?

We all experience dry skin at some point. However, excess dryness throughout the year is a clear sign of dry skin. Dry skin often feels tight after cleansing and may even look dry and flaky, too. It often has a rough, uneven texture with small, barely noticeable pores. Dry skin also experiences signs of aging first like fine lines and wrinkles.

HOW DO I CARE FOR MY DRY SKIN?

Dry skin requires special care! Properly caring for your dry skin is important because dry skin shows signs of stress and aging more quickly. So, in turn, dry skin requires a little extra effort to look its best. The key to achieving balance and reducing dryness is moisture. And lots of it!

Opt for a rich, hydrating cleanser that's cream or oil based to prevent stripping your natural oils. Avoid harsh foaming cleansers that will dry you out even more!

Moisturizer is a must for all skin types. Especially dry skin! Dry skin needs a rich moisturizer with nourishing ingredients like glycerin, Shea butter or natural oils. It's also important to mask/exfoliate at least twice a week. Exfoliating (or masking) helps to intensely hydrate, detoxify and remove dead skin cells that often leaves skin looking (and feeling) flaky, dull and dry.

WATCH WHAT YOU EAT!

What you feed your skin is just as important as what you put on it! You're not doing your skin any favors by perfecting your skincare routine while neglecting a healthy diet. Fast food, caffeine and alcohol can dehydrate the skin making it appear and feel even more dry. Increase your water, fruit and vegetable intake to ensure your skin is getting all the moisture it needs to look healthy and radiant.

IT'S OKAY TO LAYER!

Sometimes dry skin needs a little extra nourishment. It's okay! Needing a little extra moisture at times is completely normal. Especially in the winter! If you find yourself feeling desert dry, try layering a hydrating facial oil over your moisturizer to boost and seal in moisture all day.



YOUR GUIDE TO

NORMAL SKIN

HOW TO ANALYZE & TREAT YOUR SKIN

WHAT IS NORMAL SKIN?

Skin concerns like dryness, acne and excess oil are completely normal. However, these concerns arise from an imbalance in your skin. Your skin is its most healthy when it receives the proper care, nutrients and vitamins. This promotes a balance in your skin that prevents excessive dryness, oil and other concerns.

Normal skin is essentially balanced skin. It feels smooth and even with small pores and minimal shine. The cheeks are typically the driest area without feeling excessively dry. You may experience some light shine and larger pores in the T-zone (forehead, nose and chin).

HOW DO I CARE FOR MY NORMAL SKIN?

Normal skin may be balanced but it still requires care! Your biggest concern is maintaining that balance to prevent skin concerns from arising like blemishes, excess oil and more. It is recommend to cleanse your skin twice a day with a gentle foaming cleanser. This helps prevent dirt, oil and more from accumulating into your pores causing blemishes and acne. Be sure to follow up with a lightweight moisturizer like a facial lotion or gel-cream to keep your skin hydrated and balanced. Normal skin also needs regular exfoliation at least twice a week. Look for masks or peels geared towards hydrating and detoxifying the skin.

WATER MATTERS!

Everyone's skin benefits from a healthy water intake! Making sure you're drinking at least 8 glasses of water a day will help keep your skin look its best. Drinking water doesn't just keep your skin hydrated. Water also helps to flush toxins and keep skin clear, healthy and radiant. Drink up!

DON'T FORGET THE SUNSCREEN!

Most people with normal skin often think they don't have to go the extra mile to care for their skin. But you do! Adding a layer of sunscreen on top of your moisturizer will help to protect your skin from the sun. The sun emits harmful rays that can quickly disrupt the balance in your skin. Wearing sunscreen daily helps keep your skin smooth and healthy all year round!



YOUR GUIDE TO

OILY SKIN

HOW TO ANALYZE & TREAT YOUR SKIN

IS MY SKIN OILY?

Oily skin is shiny and often feels oily or "greasy" throughout the day. Especially in the T-zone area (forehead, nose and chin). Oily skin is typically caused by overreactive sebaceous glands in the skin. When your skin is lacking nutrients or moisture, it can react by producing more oil than necessary.

You may also notice:

- frequent breakouts or acne
- blackheads or whiteheads
- large, visible pores
- few signs of aging (like fine lines)

HOW DO I CARE FOR MY OILY SKIN?

Balancing oily skin takes a little extra maintenance. But it's worth it! A consistent skincare routine and healthy diet is the key to keeping your sebaceous glands working properly. Everything from what you eat (junk food and fast food) to what you apply (skincare and makeup) can throw your skin off balance. Keep sweet and greasy food in moderation and cleanse your skin twice a day. Cleansing morning and night prevents dirt, oil and makeup from accumulating into your pores. Which can cause nasty breakouts, blemishes and acne. If you're excessively oily (including cheeks and under eyes), then an alcohol-free astringent (or toner) is recommended to help remove excess oil. Be sure to follow up with an oil-free moisturizer to keep your skin from over-drying and producing even more oil!

DON'T OVER CLEANSE!

When your sebaceous glands are going crazy, it's easy to rush to the sink and start scrubbing away. Don't! Cleansing twice a day is **more** than enough. Washing your face too much can strip your skin of important natural oils. Which, in turn, makes your skin work twice as hard to replace them. The result? An oil-slick before 12. Use gentle foaming alcohol free cleansers and limit use of harsh ingredients.

YOU NEED MOISTURIZER!

Surprisingly, oily skin needs moisturizer just as much as dry skin does. Sometimes oily skin is caused by dehydration. Similar to over-cleansing, skipping moisturizer can lead to your skin over-producing oil in an effort to keep you moisturized. Do your skin a favor and use a lightweight, oil-free moisturizer daily!

RADIANT SKIN TIPS

CHOOSING THE RIGHT PRODUCTS FOR YOUR SKIN TYPE



CLEANSER

Normal Skin

- Lightweight, gentle foaming cleanser
- Look for vitamins A, C and E to help keep skin smooth, even and soft
- Skin plumping and hydrating ingredients like hyaluronic acid, collagen and glycerin also work well

Dry Skin

- Rich, hydrating cleanser
- Opt for cleansing oils, milks and balms
- Look for vitamins A, C and E to keep skin smooth, even and soft
- Butters, glycerin and oils are also key ingredients

Oily Skin

- Facial soaps (designed specifically for the face!) and gel cleansers work best
- Look for vitamins A, C and E to keep skin smooth, even and soft
- Clay, hyaluronic acid and niacinamide are also key ingredients to keep oil at bay

RADIANT SKIN TIPS

CHOOSING THE RIGHT PRODUCTS FOR YOUR SKIN TYPE



MOISTURIZER

Normal Skin

Water based moisturizers with lightweight oils or silicone-based
Look for Vitamin E, collagen and proteins to keep skin soft, smooth and plump

Dry Skin

Rich, oil based moisturizers
Look for heavy concentration of oils and butters to help lock in moisture
Urea and propylene glycol are also good ingredients that keep skin moist

Oily Skin

- Oil-free, water-based moisturizer
- Opt for noncomedogenic moisturizers—they prevent clogged pores
- Look for “oil-control” and “matte” formulas

RADIANT SKIN TIPS

CHOOSING THE RIGHT PRODUCTS FOR YOUR SKIN TYPE



TREATMENTS

Normal Skin

- Gentle masks and scrubs are ideal
- Look for vitamins A, C and E to nourish skin
- Exfoliate/mask once to twice a week

Dry Skin

- Opt for masks designed to “hydrate”, “moisturize” or “rejuvenate”
- Gentle, hydrating ingredients like cucumber and aloe vera are ideal
- For an intense treatment, look for AHAs, BHAs and glycolic acid to aid in exfoliation
- Exfoliate/mask once to twice a week

Oily Skin

- Oil control, matte, acne and blemish prone formulas are ideal
- Key ingredients to look for include salicylic acid, benzoyl peroxide, retinol, glycolic acid and hyaluronic acid
- Exfoliate/mask once to twice a week

Radiant Skin Shopping List

♥ DRY SKIN

♥ WHAT I NEED

- 1 Cleanser
- 2 Moisturizer
- 3 Mask / Scrub
- 4
- 5
- 6

♥ SHOPPING CHECKLIST



♥ NOTES

- Cleanse your face twice a day: morning and night
- To moisturize, scoop out a nickel-sized amount, rub moisturizer between palms & then gently press moisturizer into your skin. This warms the moisturizer helping it to absorb better as well as helps to activate main ingredients
- To maintain moisture, layer a light facial oil on top of your moisturizer. You can also exfoliate (or mask) up to 3 times a week to prevent dullness and flakes

YOU ONLY GET ONE FACE. TAKE CARE OF IT!

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- Be sure to mask or exfoliate once or twice a week for smooth, even skin

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