

# skincare recommendations

Cleanser

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Toner

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Day Moisturiser

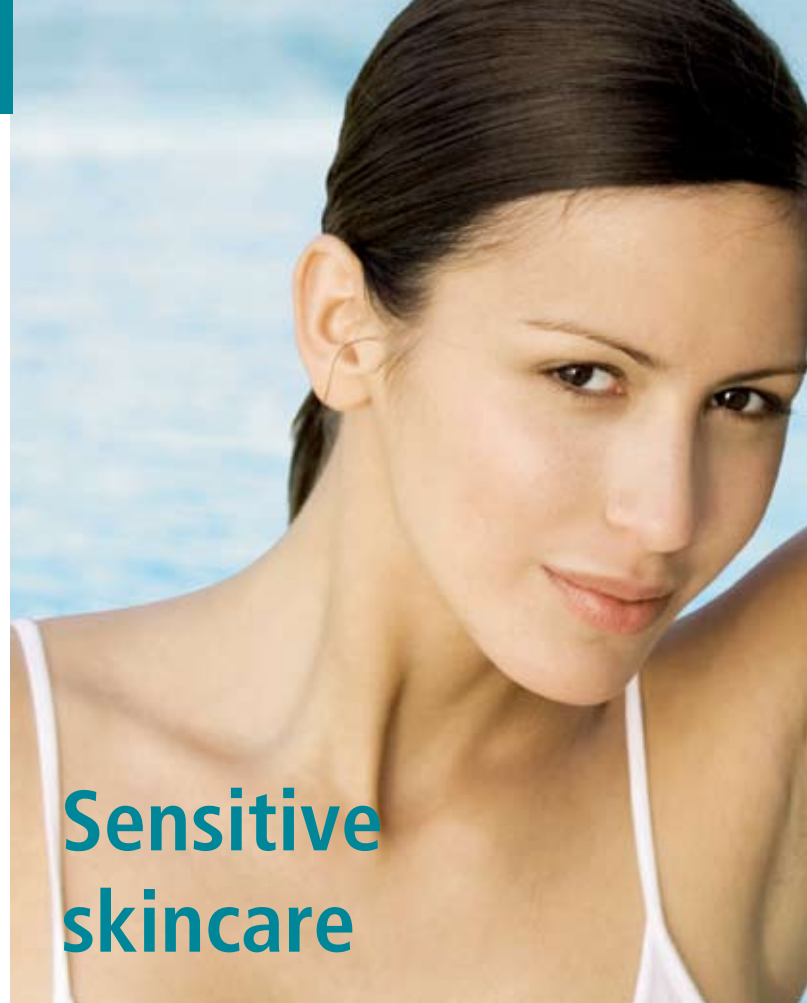
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Night Moisturiser

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Other

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## Sensitive skincare

# Why use moisturisers?

- > Skin is under constant attack from the sun, wind, free radicals (harmful particles in the air), pollution and air-conditioning. Moisturisers help prevent moisture loss from the skin by creating a barrier that seals the moisture in and by delivering additional nutrients to the skin.
- > • **The two most common moisturisers are:**
  - Humectants that draw or attract water to the skin either from the atmosphere or up from the dermis, plumping out the skin with retained moisture, and
  - Occlusives that create an oily film over the skin sealing water into the skin by stopping evaporation.
- > There are moisturisers suitable for every skin type and every skin type needs one. Daytime protection calls for quite different ingredients to those used in a night-time moisturiser when the skin needs to be repaired, nourished and enriched while at rest.
- > The new generation moisturisers contain active ingredients that encourage the skin to produce more of its own moisture barrier from within, actively promoting production of the skin's own natural moisturisers.
- > In addition, there are products that fall into the treatment category. These offer additional repair and maintenance steps for the skin and are usually used as a supplement to moisturisers.

**basic rule** : check that the product is hypoallergenic and patch test first. Also check what your customer has already tried and if there were any reactions. Be aware that any skin type can have a sensitively or allergic reaction.

## Daytime needs

- In addition to moisturisers suited to skin type, there is a new generation of daytime moisturisers offering UV protection from the sun and antioxidant protection from harmful particles and pollutants. However, a separate high protection sunscreen should also be used if planning to be outdoors.
- Daytime moisturisers especially those with UV protection, also protect the skin from signs of premature ageing.

## Night-time needs

- As the skin does most of its repair work overnight, it needs a more intensified product to nourish and repair the skin after daytime damage.
- Night creams are richer moisturisers using different proportions of oils and water to create a texture that helps prevent water loss from the skin during sleep. For oily and combination skin types improved technology now provides lightweight creams and lotions that deliver outstanding nourishing benefits in a light formulation.

sensitive

skin