



did you know? The importance of a skin care regimen

We all have our favorite products, the ones that feel great, smell great, and make your skin look amazing. And, though we're likely to hold these products in the highest esteem, the truth is, it's unlikely that there's one "silver bullet" product out there that can fill all of your skin's needs! The skin around your eyes and lips is physiologically different from that on your forehead, cheeks, or chin. A brilliantly formulated, moisturizing cleanser is still unlikely to provide the hydrating boost that a moisturizing cream can... It is for these kinds of reasons that a regimen - that incorporates a carefully chosen combination of skin care products in conjunction with one another - are often the most effective way to make our skin look and feel beautiful.



So how do you choose the right regimen? What products do you really need? Skin type can vary from person to person - so naturally, skin care needs do as well! With all of the skin care products on the market today, it can become confusing to decide what we really need, to determine those products that really are going to help our skin look, feel, and function most healthfully. To simplify things, here we break down the basic skin care needs into a series of steps; there are particular

An effective skin care regimen should cover these
5 Basic Skin Care Needs

1. Cleanse
2. Prepare
3. Treat
4. Protect
5. Moisturize

processes and ingredients that nearly everyone can benefit from regardless of what skin type or skin care challenges they face. Products in a basic skin care regimen should perform the following functions: Cleansing, Preparing, Treating, Protecting, and Moisturizing. The key is determining products that work best for your individual regimen and following the results to healthy, radiant skin!

STEP 1 - CLEANSE | Cleansing helps remove dirt, oil, and other impurities from the skin's surface and in pores. It is the first step in improving skin appearance, preventing blemishes, discoloration, inflammation, and general dullness. When choosing a cleanser, be sure that it is gentle, natural, and devoid of harsh, irritating ingredients such as Celloxylin Crème Cleanse. It is also very important to avoid over-cleansing - twice daily is enough even if you have oily skin! Exfoliation is another essential step for most skin types, mechanically or chemically cleansing skin by removing dead cells from the surface. The frequency with which you exfoliate can depend on skin type and your natural ability to turnover dead skin cells, but should typically be done 1-3 times per weeks (see DYK 2, Why Exfoliate?). Cleanse morning and night, using warm water (water that is too cold or too hot can harm skin) If your skin feels tight and dry, you have likely overdone it! And remember, it is important to take the same care cleansing your body that you do your face!



Did You Know? The skin is covered by a natural barrier layer called the acid mantle; this layer is the first line of defense against bacteria and other contaminants. Over-cleansing, or using cleansers with harsh surfactants that are alkaline (have a pH level above 7.0) can strip the skin of its natural acid mantle, disrupting barrier function and making it more susceptible to infection and inflammation. Over-cleansing can also remove natural oils resulting in dry, tight skin, potential break outs, and eczema.

STEP 2 - PREPARE | Prepare clean skin to receive ingredients from subsequent products. Toners, tonics, or astringents, such as the Celloxylin® Activating Tonic, are designed to remove the last traces of impurities and restore the naturally acidic pH level to skin. Activating Tonic is unique as it opens pores and primes the skin to efficiently uptake ingredients in the Nutrient Reservoir™. Choose a quality product that supports skin structure and function by incorporating ingredients with astringent, antiseptic, anti-inflammatory, and wound healing properties. When searching for a toner, tonic, or astringent, be sure to avoid those that are alcohol based - these can be extremely drying. Apply to skin that is still moist, as this will help prepare skin to accept ingredients from your moisturizer deeper into the skin.

Prepare your skin for further moisturization
Celloxylin Activating Tonic



What's in your Tonic? Celloxylin® Activating Tonic contains Tremella fuciformis Extract, an extraordinarily effective humectant. It both moisturizes the skin and helps the skin hold onto moisture longer. In addition, research shows that Tremella works effectively as a topical antioxidant, and contains high levels of Vitamin D important for cell metabolism.

STEP 3 - TREAT | Treatment products deliver a high concentration of important ingredients to the skin; some treatment products are appropriate for daily use on all skin types, while others should be used to target specific conditions (i.e. wrinkles, hyperpigmentation, clogged pores). Daily use products include nutrient packed serums such as the Celloxylin Firming Complex and Precision Skin Rejuvenator. These products are formulated with ingredients to provide collagen and elastin support, combat oxidative stress, promote skin hydration, and reduce the signs of environmentally induced aging. Treatment products should be applied and allowed to dry completely before moisturizing, to ensure the beneficial ingredients can fully penetrate the skin. Once dried, apply moisturizer to provide a protective, hydrating layer to lock nutrients deep into the skin, where they can provide the greatest benefits!



STEP 4 - PROTECT | The number one cause of visible aging is sun damage! Two main types of UV radiation, UVA and UVB, contribute to skin damage and accelerated skin aging. For full protection, SPF products should contain ingredients that provide broad spectrum coverage (protect the skin from both UVA and UVB radiation). While the primary focus of SPF products is to absorb, scatter, and reflect UV particles, many SPF lotions and creams are formulated with ingredients that promote healthy skin structure and function in other ways. For example, by choosing a daily moisturizer with SPF protection, you'll cut down on the number of products you need without sacrificing the benefits! Remember, it is essential to protect skin all year long, not just during the hot and sunny months. Products with SPF value should be used last in your regimen, to ensure that active ingredients (which sit on top of the skin to protect against UV radiation) are not rubbed off. To fully protect the skin from other sources of environmental damage, also seek products with anti-oxidant and anti-inflammatory ingredients - oxidative stress and inflammation are also major contributors to aging!

The single most effective way to prevent premature aging is to protect your skin from the sun all year long! This includes wearing sunscreen, wearing protective clothing, and avoiding direct exposure during peak sun hours. Getting your daily dose of antioxidants will also help prevent damage from sun exposure!



STEP 5 - MOISTURIZE | Moisturizing is an essential step - it hydrates the skin and provides nutrients necessary for skin function and repair. It is common for moisturizing products to be formulated differently for day and night use; the primary differences tend to be the thickness and SPF value. Day moisturizers are often lighter than night time moisturizers so that they absorb quickly and can be worn under makeup, and may include SPF ingredients to ensure skin is protected from UV radiation. Night time moisturizers are often thicker, and night time is a good opportunity to use a moisturizer that is highly nourishing or incorporates ingredients to target specific skin care conditions, as this is when the majority of repair and regeneration take place. The areas around the eyes and mouth need moisturization too; because this skin is unique in structure - it

To maximize the benefits of your skin care regimen, after cleansing, gently pat skin dry with a towel and apply products while skin is still moist (many are formulated to help retain this moisture). Always allow each product to dry completely before applying the next.

is thinner and more susceptible to wrinkles - it is best to choose and moisturizer specifically designed to target the eyes and lips. Moisturize twice daily, as the last step in your skin care regimen, to seal in moisture and the beneficial ingredients from all of the products you've used!

HOW DO THE CELLOXYLIN® AND LIFEEXOXYLIN® PRODUCTS FALL INTO A COMPLETE SKIN CARE REGIMEN?



Now you know the basics of choosing a skin care regimen that will work for you. The Celloxylin line provides an easy to follow, 6 product, 5 step system with everything you need to cleanse, prepare, treat, protect, and moisturize your skin. The Celloxylin treatment products - Enzyme Activated Micro Scrub and Precision Skin Rejuvenator - compliment this basic system and allow you to maximize the benefits of the daily Celloxylin regimen.

But what you put on your skin is only the beginning! Your skin's appearance is directly affected by what you eat and drink everyday. As the bodies largest organ, the skin reflects the aging we experience internally as well as externally. The most basic step you can take to protecting the health, longevity, and radiance of your skin is to feed it with a diet full of nutritious foods!

To help, Apriori Beauty offers Lifeoxylin Cellular Defense Elixir, a potent blend of phytonutrients from plants, fruits, and vegetables, and advanced anti-aging ingredients designed to support complete wellness and beautiful skin from the inside out. Because statistics show that very few people get the recommended number of fruits and vegetables on a daily basis, we've formulated Lifeoxylin to make it EASY! Lifeoxylin has the the antioxidant value of 6 servings of fruits and vegetables in a single ounce (see DYK 4, Fighting Free Radicals)! In addition, the Nutrient Reservoir makes Lifeoxylin a necessary addition to your skin care regimen by supporting your largest organ with the nutrients it needs on a daily basis. TOTAL Wellness and Beauty Inside out...Outside In!

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The Celloxylin + Lifeoxylin system - the perfect anti-aging skin care regimen!

- ▶ **CLEANSE:** Creme Cleanse, Hydro-Burst Moisture Intense Cleanse, & Enzyme Activated Micro Scrub
- ▶ **PREPARE:** Activating Tonic
- ▶ **TREAT:** Firming Complex & Precision Skin Rejuvenator
- ▶ **PROTECT:** Day Defense + & Lifeoxylin Cellular Defense Elixir
- ▶ **MOISTURIZE:** Day Defense Plus, Night Repair 3Deep, Eye + Lip Age Eraser, & Hydro-Burst Moisture Intense Lotion



**30 Day I+E+Body Cellular Age Advantage Set (Item #027)
30 Days of Healthy and Vibrant Skin in one package!**

The Celloxylin product line provides the perfect, all-in-one, system for combating the visible signs of aging, and is effective for all skin types. As future Apriori Beauty products are released to target particular skin conditions, use the regimen guidelines - cleanse, prepare, treat, protect, and moisturize - to customize a regimen that is best for you!

Apriori Beauty™ . . . making life beautiful!