

# BEAUTY TIPS 101.

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## CELEBRATE SUMMER WITH CLEAN, CLEAR, BEAUTIFUL SKIN!

Establishing a consistent beauty routine has always been the key factor in keeping skin looking young, fresh and beautiful. This is especially true in the summer months when you tend to spend more time in the elements. Exposure to water, dirt, sweat and sun all take a toll on your skin. You also often put in more hours per day during the summer months, leading to a lack of proper rest, which can show up in the health of your skin.

A regular regime consisting of the following four elements will greatly enhance the health and vibrancy of your skin during summer and throughout the year: cleanse, exfoliate, hydrate, and protect.

### CLEANSE

The first step to amazing skin is removing dirt and oils. Thoroughly wash your skin morning and night. After you are through with your day, remove any makeup to unclog pores. Use a makeup remover around your eyes to avoid pulling on delicate skin.

### EXFOLIATE

The human skin is constantly generating new cells at its lower layer, called the dermis, and sending them to the surface or the epidermis. As the cells rise to the surface, they gradually die and begin sloughing off to make way for the fresh cells. By exfoliating, you help to remove the dead skin cells and make way for new healthy ones, making your skin look smoother and younger. Exfoliation helps to unclog pores and reduce acne breakouts. An added bonus is that pores will be cleaner, appear smaller and all of your skin care products will work better. Exfoliants should be used three times a week or more for oily/acne prone skin.

### HYDRATE

To hydrate, or moisturize, is to restore the fluid balance of your skin. Dehydrated skin can appear tight, flaky and dull. Everyone, no matter the skin type, should moisturize - even those with oily skin. Though oil can help the skin retain moisture, oily skin does not necessarily mean hydrated skin. By moisturizing your skin every day, you are protecting your skin and minimizing oil secretion. Skin that is adequately moisturized shows fewer effects of aging than moisture-deprived skin and is better protected against environmental effects. If you have oily skin, look for a moisturizer that is

oil free, which will keep pores from getting clogged and won't exacerbate acne. If you have really dry skin, you will benefit more from an emollient moisturizer (one with oil). Be sure to use long-lasting moisturizers, which will keep your skin hydrated throughout the day even if applied infrequently.

Moisturizing from the inside is also important to beautiful, healthy skin. This means drinking plenty of water to keep the whole body well hydrated.

### PROTECT

A sun block for daily use is an absolute must! Apply to all exposed skin including your face, neck and hands. To avoid morning eye or facial puffiness, try sleeping on your back so fluid doesn't collect there. Keep the oil from your hair away from your face by wearing a head covering when you go to bed. Be sure to get enough sleep as proper rest revitalizes the entire body, including the skin.

