

# The Peel Book

*An Appealing Story*

by Ellen Lange







This book will be *Appealing* to people who...

Want their cosmetics to glide on smoothly.  
Notice their skin texture & tone is changing.  
Want to control their breakouts.  
Notice their fine lines are getting deeper.  
Want to shrink their widening pores.

Your self-esteem greatly influences your professional and personal successes.

Affordable access to quality skincare products and at home treatments is my passion.

I hope it can be yours too.

Sincerely,

*Ellen*



# The Power of *Light*



Imagine light reflecting evenly off your face, like a camera's flash radiates off celebrities as they strut the red carpet wearing luxurious designer gowns. Suddenly the light gives them, and their haute couture ensembles, power. You can have that power too, minus the paparazzi, of course. Light should reflect the best sense of you and highlight the natural qualities of your facial structure. This brilliant luminosity gives us a unique confidence, a truly beautiful glow.



# History of *Peels*



Cleopatra, the Egyptian Queen, was one of the original at-home peelers. To improve the appearance of her skin, she bathed in fermented milk, which contains lactic acid. This left her skin smooth and regal (*I mean, obviously, she was the Queen after all*) because lactic acid dissolves the proteins, which bind dead skin cells. Peels proved to be effective and they (*thankfully*) have gone from the tub to the high-tech.

*“Ellen Lange... pioneered the home-peel trend when she debuted her own Retexturizing Peel in Sephora.”*

—VOGUE magazine 2/02

# Peel Timeline



## 18th Century

Women collected the tartaric acid sludge from used wine jars and applied it to the skin. French ladies-in-waiting retained their youthful skin by soaking their faces with old wine (*Rosé all day, clearly.*).

## 19th Century

Our foremothers exfoliated with lemon's citric acid to get rid of age spots and freckles. (*When life gives you lemons...well, you know.*)

## 20th Century

Plastic surgeons and dermatologists started using chemicals and alpha hydroxy acids to treat patients' skin. Their work has made skin peeling a safe, popular way to rejuvenate skin, control acne and even skin tone.

## 21st Century

Ellen Lange launched the first at-home peel kit.

*"Without realizing it, Lange has invented a revolutionary product that many in the industry say was the first at-home peel."*

—W Magazine 3/03



# The Science Behind *Peels*

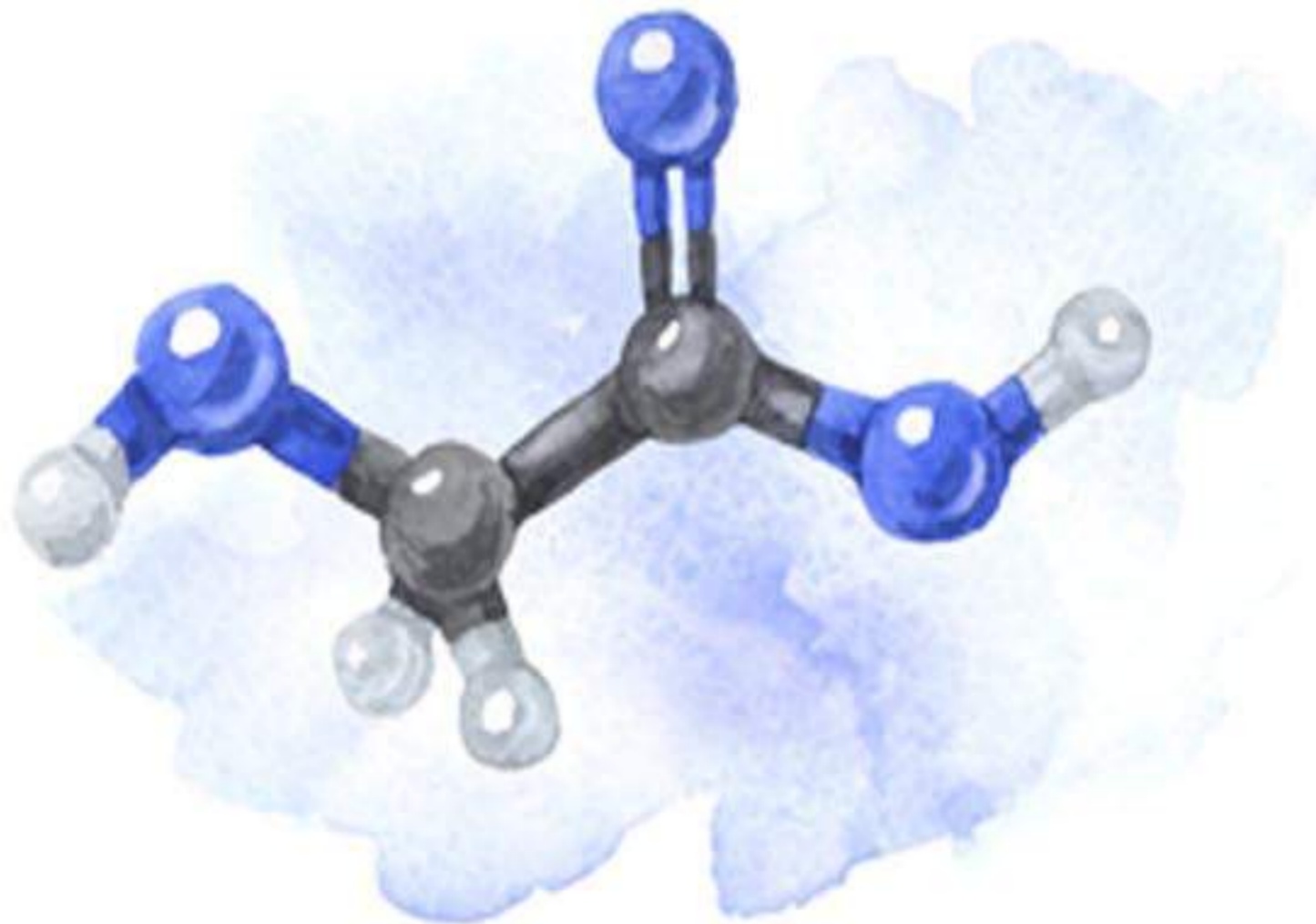


Don't let the word "peel" intimidate you. It is a supercharged exfoliation, which is something that your skin does naturally.

Approximately every 28 days you shed the outermost layer. As we mature, the rate of cell production and turnover slows. The cells stay on the skin's surface longer, making the skin look duller and uneven. That's where peels come in.

Clinical trial results repeatedly suggest that peels improve appearance of the skin, reduce lines, produce more even skin tone and control acne. Exfoliating the outer layer of the skin, also known as the epidermis (*remember high school biology?*), stimulates a healing response, produces new cells and strengthens the skin's elastic fibers. Also, while we're throwing it back to science class, we should explain that the lighter peels use naturally occurring fruit acids, also known as alpha hydroxy acids – I'm sure you have heard them called AHAs.

Glycolic, the smallest of the alpha hydroxy molecules, is naturally derived from sugar cane. It has the unique ability to penetrate the skin because of its size. That means glycolic can get deep within the layers of skin and work where you need it most. The best part is that glycolic peels have almost no downtime.



*Ball-and-stick model of the glycolic acid molecule, the smallest alpha hydroxyl acid Carbon, C: grey, Hydrogen, H: white, Oxygen, O: blue*



# Ways to Peel Your *Skin*

Trying to decide which peel to is right for you could make you feel like you need a PhD in chemistry. Truly the only difference is how often you peel and the depth to which you need to peel.



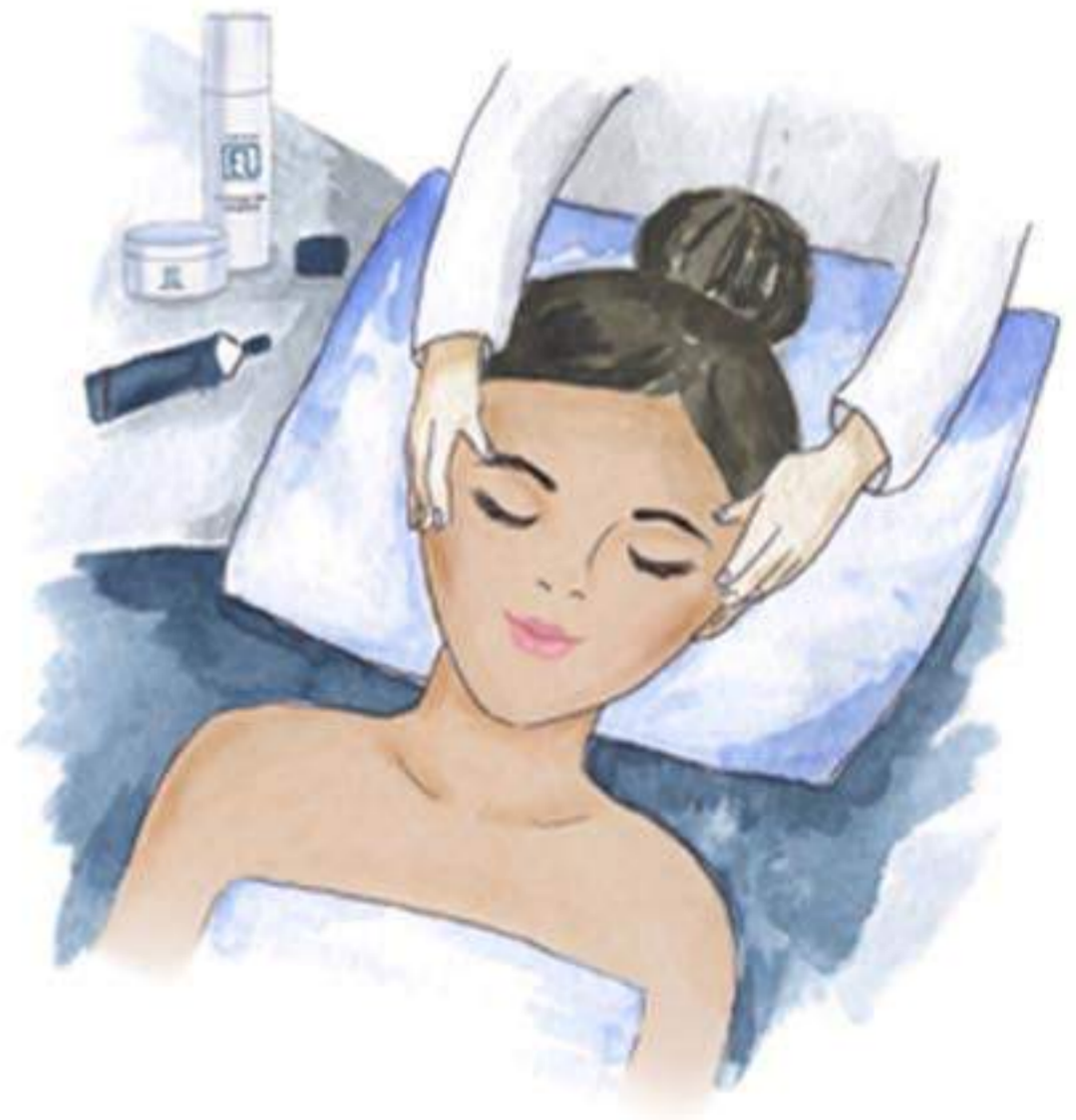
**Light or Superficial Peels** are ideal for most skin types. These peels treat the outermost layer of your skin and should be done repeatedly in series of eight treatments. These peels are often referred to as “lunch time” peels, but doing them at-home is becoming an appealing option. (*haha!*) The at-home versions can be done more frequently and produce similar results without the the time and expense.





**Medium Depth Peels** use chemical agents to reach down to the mid-level of the skin. This must be done in a medical office. You can expect some mild swelling and redness. The recovery time can be 5 to 10 days.

**Deep Peels** are the most aggressive and penetrate to the lowest layers of the skin. They often require local sedation to manage the discomfort. The recovery time can be 2-3 weeks.



# *A Flawless Finish* Begins with a *Flawless Start*

The Ellen Lange Retexturizing Peel is a unique combination of glycolic acid, enzymes and microbeads, which ensures that it successfully produces similar results to those you would get at a professional spa or plastic surgeon's office. Using the peel is incredibly simple, just prep, pad, and peel!



*Ellen Lange Peel Kit and the 3 products inside, plus brush and cup*



# 1 Peel Prep

Begins the deep cleansing and skin removal process. *(See ya later epidermis!)*



# 2 Peel Accelerator Pad

Swipe the accelerator pads across your face balancing the pH of your skin and administering the first round of glycolic. *(And no, we're not talking about dating app swiping.)*



# 3 Peel Solution

The most luxurious DIY. *(Go ahead, Pin us!)*



# Peel *Anytime* and *Anywhere*

Most professionals will tell you that peels need to be done regularly to see maximum and continued benefits. Literally no one wants dull, uneven, broken out skin. But the good news is, you can peel anywhere, anytime in 10 minutes or less.

**Sunday, 9:00 PM**

You are giving a big presentation tomorrow morning.



One last thing: Peels are not masks. The basic difference between a mask and a peel is like the difference between adding and subtracting. Peels, as the name suggests, gently subtract the outer most layer of damaged skin cells and dirt to reveal the fresh new healthy skin underneath. Masks add moisture or absorb oils.





**Friday, 9:00 PM**  
When you need me time.

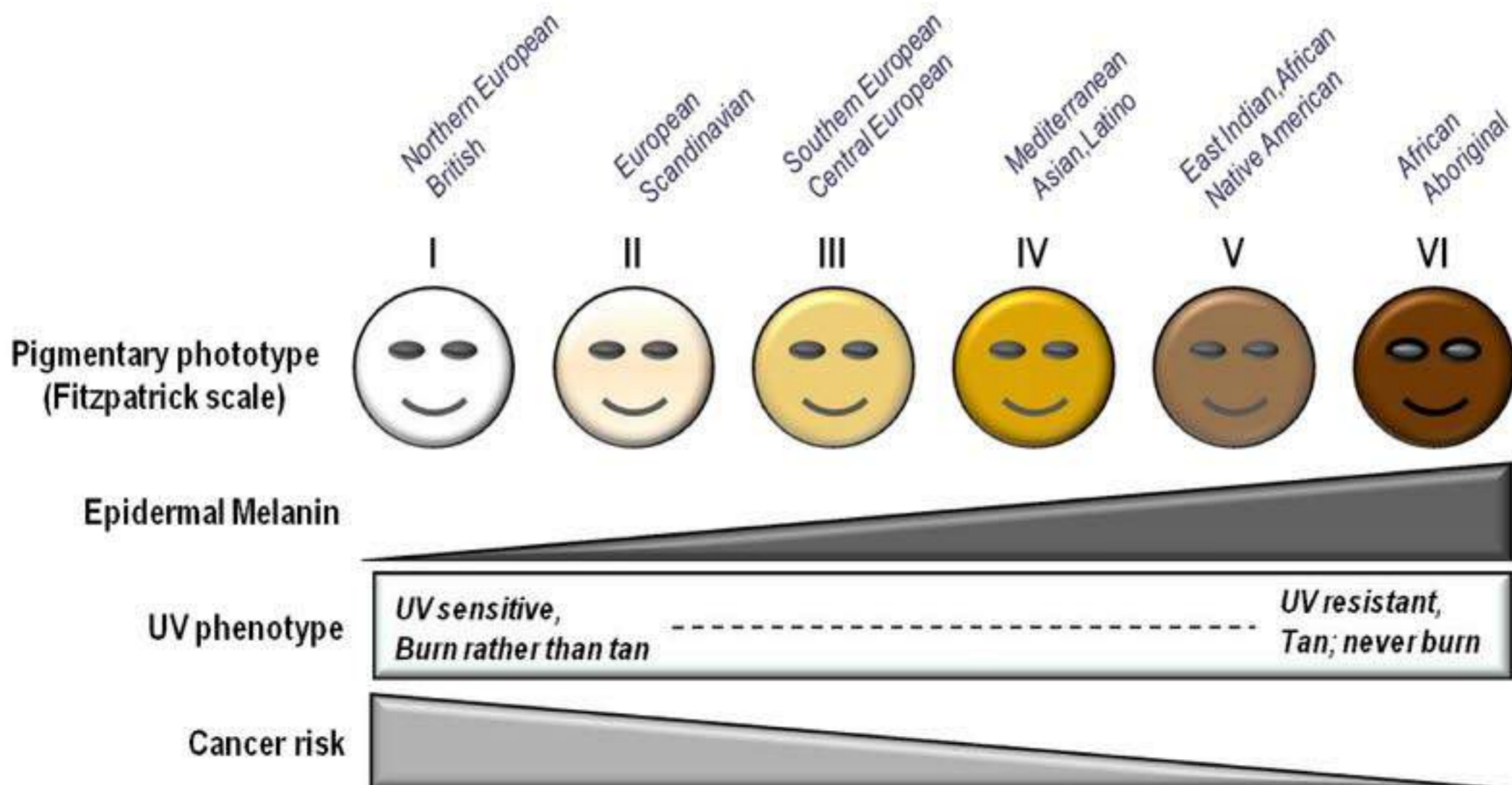
**Saturday 5:00 PM**  
You're going out to a party and want to glow.



# Skin Classification

## *Learn the Fitzpatrick Scale*

In 1975, Dr. Thomas Fitzpatrick, MD, PhD developed this standard scale where he used genetic disposition, skin color, eye color, and tolerance to ultraviolet light to classify skin-tones. This scale categorizes your risks for irritation, burns, and hyperpigmentation and determines how your skin will react to various skin peels and treatments. Even the emoji skin variations are based on the Fitzpatrick scale! No matter where you fall on the Fitzpatrick Scale, the Ellen Lange Retexturizing Peel is safe for you.







**TYPE I**

**Shades:**  
Light, Pale White

**Risks:**  
Always Burns, Never Tans



**TYPE II**

**Shades:**  
White, Fair

**Risks:**  
Usually Burns,  
Tans With Difficulty



**TYPE III**

**Shades:**  
Medium, White To Olive

**Risks:**  
Medium,  
White To Olive



**TYPE IV**

**Shades:**  
Olive, Moderate Brown

**Risks:**  
Rarely Burns,  
Tans With Ease To A Moderate  
Brown



**TYPE V**

**Shades:**  
Brown, Dark Brown

**Risks:**  
Very Rarely Burns,  
Tans Very Easily



**TYPE VI**

**Shades:**  
Black,  
Very Dark Brown To Black

**Risks:**  
Never Burns, Tans Very Easily,  
Deeply Pigmented



# What's in it for *Me?*

So now that we've conveyed the science, convenience and ease of peeling, we're finally going to tell you all of the benefits you can expect from a skin peel.








# Is This Your *Reality?*

In a **perfect world**, slipping into the Chez Exclusive day spa for a head-to-heels pampering marathon would be penciled into your schedule between, say, a three-hour session with your personal Pilates guru and your bi-weekly Shiatsu-aromatherapy pedicure.

**Reality byte:** The boss is demanding, the baby is crying, the phone is ringing, dinner needs cooking (*well, at least microwaving*), and there's no toilet paper left—and that's just this afternoon.

**The fact is**, you probably don't have spare time nor the resources to log hours at a luxe day spa. But a hectic lifestyle leaves you craving a relaxing beauty escape: some well-deserved, down-time to devote solely to yourself (*and your loofah*).

**And when you search**, the “simulated spa” shelf at the store or Google for solutions, all you find are watered-down, oversimplified versions of the kinds of sybaritic treatments you dream about—single-step face masks, “aromatherapy” exfoliants or “tightening” creams that are to the authentic spa treatment what instant coffee is to a Starbucks' latte.







**Alas, look no further.** It's the peel kit wonder woman, Ellen Lange to the rescue. With her peel-in-a-box uniquely designed to mimic the professional spa experience as closely as possible: all that's missing are the New Age music, the herbal tea and the hefty price tag.



ELLEN  LANGE

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