

# SKIN

SKIN FOR THE AGES

## YOUR SKIN THROUGH THE AGES

Ingredient and product ideas  
for each age group

## FIND YOUR AM + PM ROUTINE

Discover your personalised  
daily routine

## A GUIDE TO USING ACTIVES

An easy-to-read guide on  
when to use your actives

# TEEN

The fountain of youth. Your skin is the most active and can do most of the work on its own. It needs very little intervention, keep it simple, establish a routine to keep those pesky pimples away.



1. The most important product to focus on in this age group is your cleanser. Ask our skin specialists for advice on your skin type. This is the foundation for optimal skin health.
2. Your moisturiser should be light weight, non-congestive or a dry light weight oil like Squalane.
3. Use a clay based mask twice a week to ensure those pores get a deep clean and to remove that excess oil. This will help reduce breakouts and prevent potential scarring.
4. Don't over scrub your skin, over scrubbing can weaken skin, causing sensitivities down the track. Less is more.
5. Invest in a natural, gentle blemish treatment. Spot treat on the first signs of a break out and use until healed. Breakouts that stay inflamed too long can cause scarring. treat and mask to accelerate the healing process.

*You're future self will thank you for...*

Start to get into a good SPF routine.



		
<b>DAILY</b>		
Cleanser	✓	✓
Moisturiser	✓	✓
<b>ONCE WEEKLY</b>		
Scrub	✓	
<b>TWICE WEEKLY</b>		
Mask		✓

# TWENTIES



This is prime-time. Your skin should be in optimal health, glowing, plump, smooth (with a little blemish here and there). To protect and hydrate is the main focus for this age. Elevate your routine to include more hydration than your yesteryears.

1. It's time to think about changing from a foam to a gentle gel or cream cleanser. Always cleanse before bed (no matter how late you get home)!
2. Add in a Hyaluronic Acid or Vitamin B serum to help keep those hydration levels optimal.
3. As your skin starts to thicken due to a slower dead skin cell shed cycle (now at about 28-35 days), help maintain an even skin tone by increasing your exfoliation to twice weekly.
4. When *Saturn return* rolls around in your late 20s, self care is paramount in dealing with these life changes. Start to focus on your inner beauty, adding in meditation routine will help balance and zen the outer universe.
5. Most of our sun damage happens in this decade, look for SPF ingredients like Zinc Oxide and Titanium Dioxide that create a nice even finish and can cause fewer breakouts.

		
<b>DAILY</b>		
Cleanser	✓	✓
Serum	✓	
Moisturiser	✓	✓
Eye Treatment		✓
Sunscreen	✓	
<b>ONCE WEEKLY</b>		
Mask		✓
<b>TWICE WEEKLY</b>		
Scrub		✓

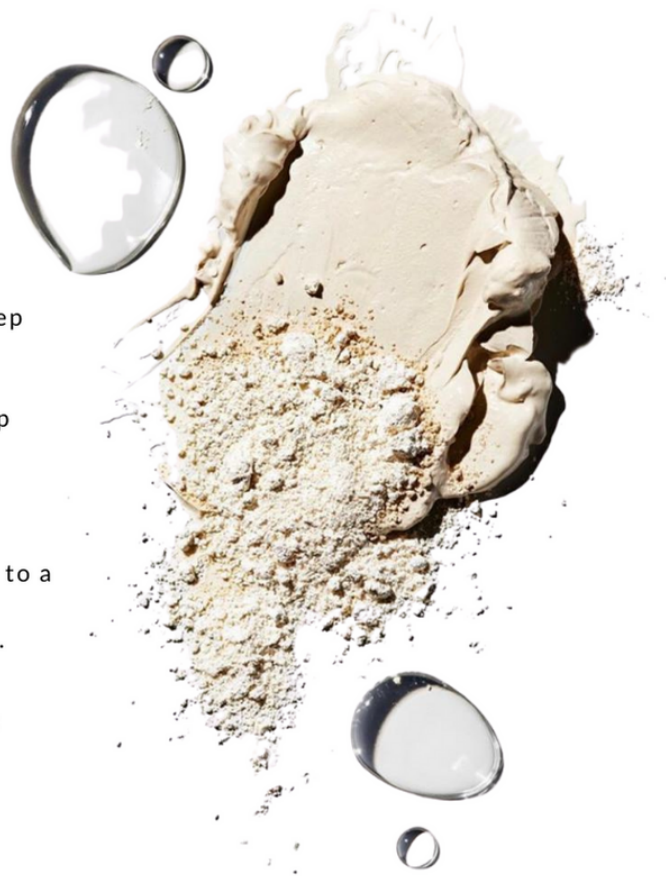
*You're future self  
will thank you for...*

Introducing an eye cream will help preserve that youthful firmness.



# THIRTIES

Are your 30s really dirty? Or is your skin just losing its bright, supple glow? It's time to feed and nurture the skin. An age to focus on exfoliation and introduce actives to help stimulate cellular turnover.



1. Move over to a cream or oil based cleanser and wave goodbye to gels and foams completely. You need to keep as much moisture on your skin as possible.
2. Add in a Vitamin A (natural retinol) & Vitamin C to help stimulate cell turnover & brighten the skin. Vitamin C will assist with antioxidant protection while A helps your tone and texture.
3. Exfoliate 2-3 times weekly. Skin degeneration will add to a build up of dead skin cells, making the skin look dull. Exfoliate so your skin can access the oils and moisture.
4. Add a weekly hydration mask to rejuvenate the skin. It is much more susceptible to environmental aggressors and needs all the nurturing it can get!
5. Add in an high quality oil to your PM routine. Oils are treatments and will deeply nourish the skin while assisting with degeneration.

*You're future self will thank you for...*

Invest in rest & high quality active ingredients. The cell regeneration rate doubles and the absorption capacity for active ingredients increases significantly.

	☀	☾
<b>DAILY</b>		
Cleanser	✓	✓
Serum	✓	✓
Cream Moisturiser	✓	
Oil Moisturiser		✓
Eye Treatment		✓
Sunscreen	✓	
<b>1-2X WEEKLY</b>		
Mask		✓
<b>2-3X WEEKLY</b>		
Scrub		✓



# FOURTIES

A wrinkle in time...your collagen and elastin have gone on a permanent holiday, as you start to see your skin loose firmness and volume. Enhancing your internal and external antioxidant and protection against free radical will help prolong the lifespan of the cells and protect against environmental pollutants.



1. Start oil cleaning to maintain a dewy glow whilst maintaining your skins natural sebum
2. Introduce inner beauty support that focus on Collagen and Antioxidant replenishment
3. Add in a rich moisturiser to help protect your skin from daytime free radicals
4. A potent dose of Vitamin A & C in your daily routine
5. Start to Introduce a gentle acid to help keep turning over those dead skin cells and brighten that dull downed complexion

## DAILY

Cleanser



Serum



Cream Moisturiser



Oil Moisturiser



Eye Treatment



Sunscreen



## TWICE WEEKLY

Mask



Scrub



*You're future self  
will thank you for...*

Beauty begins in the belly, maintain glowing skin and a healthy gut with bio-fermented probiotic-rich wholefood supplements.

# FIFTIES & BEYOND



Embrace Always.... Actives are key. Hormonal changes cause disruption to the skin metabolism. Oil glands and cell turnover at their least vigorous and skin can feel drier than ever, so products have difficulty penetrating. Active ingredients that repair and regenerate are paramount for your everyday products.

1. Double Cleansing – Oil Cleaning and Cream – to maintain a dewy glow whilst maintaining your skins natural sebum
2. Vitamin A,,B, C are all important across your daily and/or weekly routine
3. Layer your skincare, gel based serums, light oils and lotion like moisturising creams to help with deeper penetration
4. Drink your skincare, Add in ingestibles like Collagen, Antioxidants and Vitamins to your daily routine
5. Book in a skin therapist appointment every 4-6 weeks for a more targeted treatment specific to your needs

*You're future self  
will thank you for...*

Enjoy regular skin treatments that promote cell renewal (i.e. LED treatments) as this will help firm your skin and improve blood circulation.



## DAILY

Cleanser	✓	✓
Serum	✓	✓
Cream Moisturiser	✓	
Oil Moisturiser		✓
Eye Treatment		✓
Sunscreen	✓	

## TWICE WEEKLY

Mask		✓
Scrub		✓

# HOW TO LAYER SKINCARE

— *An AM Guide*

*Milk, Cream, or Gel Cleanse*



*Water-based serum*



*Eye Cream*



*Oil Moisturiser*



*Cream Moisturiser*



*SPF*





# HOW TO LAYER SKINCARE

## — *A PM Guide*



*Balm, Oil Cleanse*



*Milk, Cream, or Gel Cleanse*



*Exfoliant, Clay Mask*



*Active Serum*



*Eye Cream*



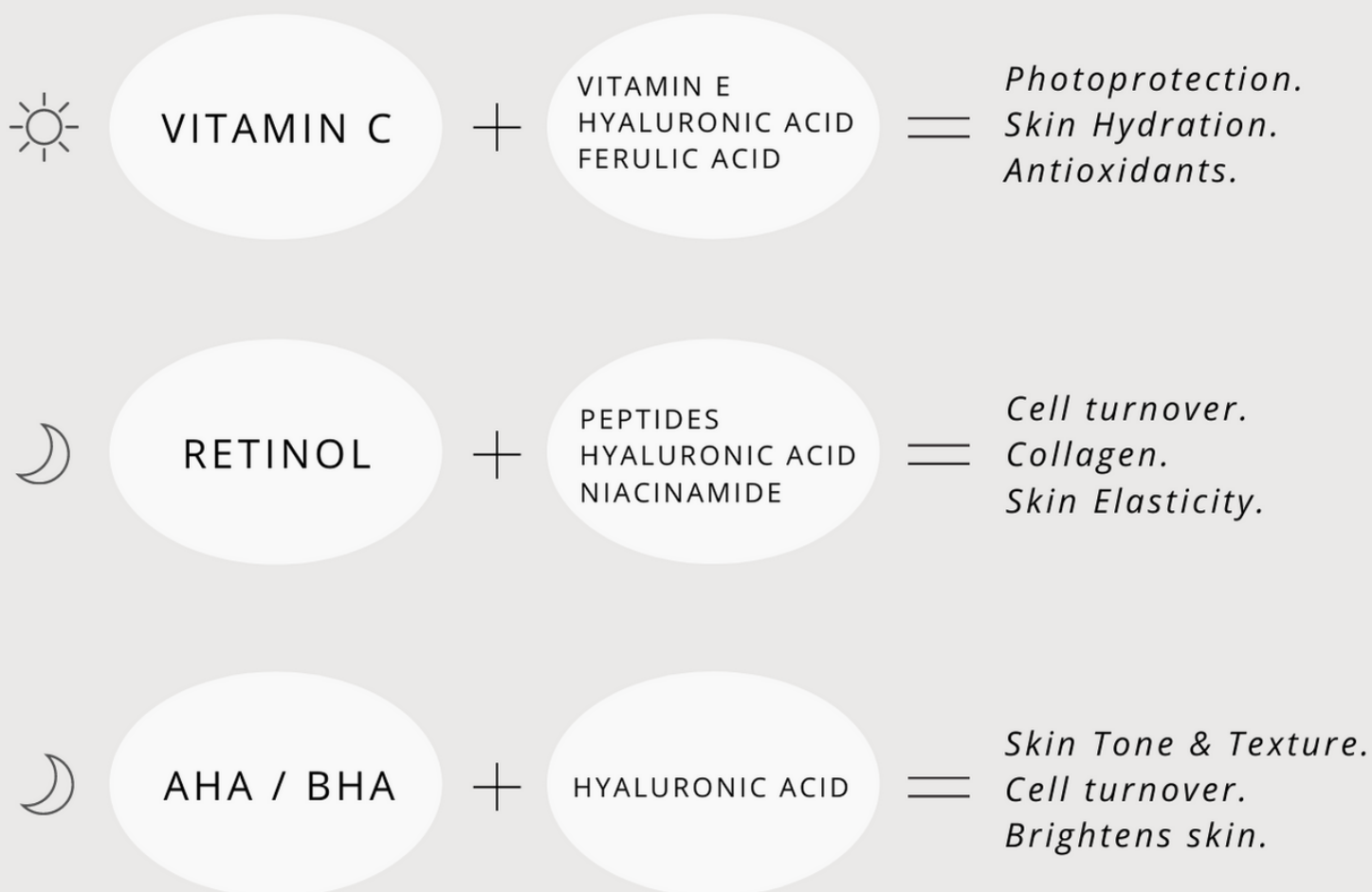
*Oil Moisturiser*



*Cream Moisturiser*

# HOW TO USE ACTIVES

## — *A Guide*



**Please note**—Vitamin C, Retinol and AHA/BHAs should never be used in the same sitting. You can alternate nights between them or introduce your Vitamin C in the morning instead.

And remember, SPF always.

# GET IN TOUCH

## THE SHOP

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