

MV
SKINTHERAPY

ROSACEA



*Advice & Insights from MV
founder, celebrity facialist, and
sensitive skin expert.
Sharon McGlinchey*

Rosacea

I first started working intimately with skin over 30 years ago. I say *intimately* because I consider myself a classically trained 'hands-on' therapist, which means that I don't use machinery or tools to interact with skin - and instead I use my hands, together with my gentle formulations. It is through this up-close relationship, together with a slow and meaningful process that I have learned a lot about skin - and all of its temperamental conditions.

For those suffering with rosacea I understand the complexity of this condition, which can combine dryness, oiliness and inflammation, sometimes all at once. There are often confusing messages about what you should and shouldn't use on your skin. This is because, unlike acne or eczema, which follow quite clear patterns, rosacea presentations are varied and are often unique to each individual. Most people I've met have had little (or only temporary) success with typical treatments like prescribed long-term antibiotics.

My approach to treating rosacea affected skins is simple and kind. It focuses on calming inflammation, reducing redness and breakouts, strengthening the delicate skin-barrier, and providing ongoing daily protection.

I've had great success using this method, and I'm confident that you will too. In this guide I'll share some rosacea wisdoms, as well as my personal rosacea treatment protocol '*The Rosacea Challenge*'. This outlines daily & weekly steps that will not only transform your skin, but introduce you to the art of ritual & selfcare, every day.

Love Sharon xx
♡

in focus Rosacea

What Is Rosacea?

Rosacea is a type of chronic skin inflammation that typically affects the face. It's characterised by enlarged and broken capillaries – resulting in lasting redness. The forehead, cheeks and chin may develop yellow-headed or clear fluid-filled pimples. Although originally named Acne Rosacea, this condition is not a type of acne. It is not driven forward by Propionibacterium so should not be treated with acne medications.

Symptoms Of Rosacea

- Enlarged and broken capillaries
- A permanent flush across the nose, cheeks, forehead and chin
- Yellow headed or clear fluid-filled pimples on the forehead, cheeks and chin
- Break outs of small lumps under the skin
- Tendency to blush easily
- A sensation of burning or stinging, particularly around the eyes
- Red, bulbous nose



Causes Of Rosacea

The cause of rosacea is unknown. Some researchers believe that people with rosacea are sensitive to the Demodex folliculorum mite, a microscopic insect that can inhabit the pores of the skin — although this has not been proven.

Genetic causes

Rosacea often runs in families and there is a strong tendency for rosacea to affect fair skin people, especially those with blue or blue/green eyes.

Environmental causes

Sun damage often plays a part in the development of rosacea, so anyone who has fair skin and has a history of excessive sun exposure may be more susceptible to developing rosacea.

Can Rosacea be Cured?

No, but it is very easy to manage so that the condition does not progress. Early diagnosis is crucial. The earlier the diagnosis, the sooner you can begin looking after your skin and avoid the triggers that set off an inflammatory attack and further damage your skin.

Risk and/or Aggravating Factors

Dietary*

- Alcohol
- Hot drinks
- Coffee and tea
- *Capsaicin containing foods* such as spices and peppers.
- *Cinnamaldehyde containing foods* such as tomatoes, citrus, cinnamon and chocolate (sorry).
- *Histamine containing foods* such as fermented products like cheese, yoghurt, kefir, sauerkraut and pickled vegetables.

*We suggest working with a professional to understand your own dietary triggers. As you may not be reactive to all items on this list.

Lifestyle & Environment

- Overexposure to sunlight or wind.
- Emotional stress or anxiety.
- Overheating e.g. aerobic exercise.
- Hot baths, showers, saunas.

Health

- Medications like vasodilators and topical steroids.
- Hormone-related conditions, including menopause.
- Undiagnosed/mismanaged gastro-intestinal issues like SIBO, coeliac disease, IBD, H.Pylori.

Topical Products

- Unsuitable skincare and make-up - including soaps, foaming cleansers, those containing alcohol.
- Chemical-based sunscreens
- Peels and exfoliants. Anything that causes damage to the surface of the skin.

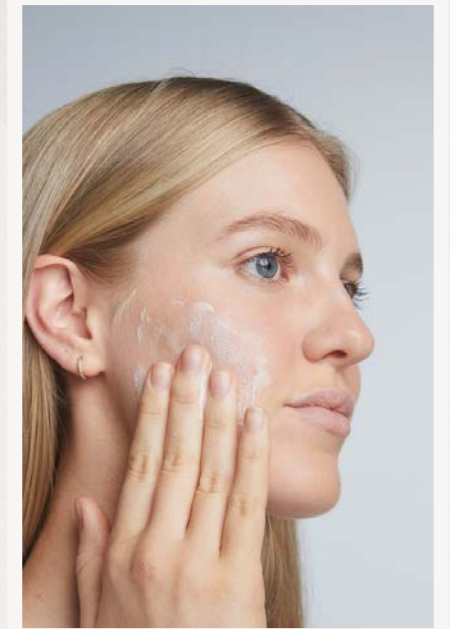


Sharon's Top Tips

01

Stop Washing With Water

Do you emerge from the shower with red blotchy, tight-feeling skin? For most people with rosacea or hypersensitivity, the answer to this question is yes. Tap-water, full of various minerals can be very drying and irritating on the skin — thus why this is our top tip.



Avoid splashing your face with water or fully immersing your face while in the shower and instead, discover the art of MV compress cleansing, to gently and effectively instil nurturing calm on your complexion.



Some rosacea sufferers may be apprehensive to use a cloth to cleanse their faces, fearing that the rubbing action is too abrasive. However this is typically a result of *incorrect technique*. Cleanse at the sink with MV Gentle Cream Cleanser, using only luke-warm water, s-l-o-w-l-y.

Take the time to hold the cloth against your face for a slow count of 5, before finally using gentle wiping movements. Master this technique and your skin with thank you forever.

02

Pre-Shower prep

Protect reactive skin from the harsh effects of the shower. Immediately after cleansing at the sink, smooth a few drops of MV Pure Jojoba over your face and neck. This will instantly relax, soothe and provide a protective barrier to the skin, creating a natural buffer against the water. This simple trick works wonders, and a very well-known beauty editor I shared this tip with (over 10 years ago), just told me that she still SWEARS by this method.

Extra shower tip: Tilt your head so that the water does not gush over your face.



03

Learn to Buffer

Start to rely on MV Pure Jojoba as your new best friend. All barrier-impaired complexions, such as Rosacea, will find welcome relief in this multi-functional and extremely skin friendly product.

- Layer it underneath any skincare product as your shield or protective buffer.
- Use it as a comprehensive eye treatment product to remove makeup, condition lashes, and hydrate fine lines.
- For days of hyper-reactivity, use Pure Jojoba as a superfine light moisturiser to balance breakouts, and restore calm to flaky or inflamed complexions.

04

Throw Out Foaming Cleansers & Skin Exfoliants

Rosacea sufferers should avoid using foaming cleansers, particularly those containing sodium lauryl/laureth sulphate or glycolic acid, by far the most potent and potentially irritating of the family of hydroxyl acids. You should also avoid cleansing with hot water and steer clear of granular scrubs.

Over-exfoliation is one of the most common causes of 'man-made' sensitivity. Constantly removing 'healthy' as well as 'dead' skin cells creates micro-trauma that strips the skin's delicate acid mantle, compromises natural resilience, often creates sensitivity and contributes to pigmentation issues.

**A protective film that covers the entire surface of the skin. It is composed mainly of sweat, sebum and water, and its main function is to defend the skin against bacteria, acting as an external protective barrier.*

A current buzz word in the beauty industry is 'skin microbiome'. Ironically, if we did not regularly strip the skin and remove the acid mantle (hydrolipidic film*) through daily use of high pH foaming cleansers and frequent exfoliation, we wouldn't need to have discussions about restoring the skin's microbiome.

05

Avoid Daily Use Of SPF

A controversial topic, I know.

The truth is, most sunscreens irritate rosacea. Their active ingredients come in two forms, mineral and chemical filters. Each has a different mechanism for protecting the skin. All TGA-approved sunscreens are exempt from displaying their full ingredients list on the product, so the consumer is totally unaware the SPF 30 or 50 her dermatologist has recommended contains a cocktail of known skin irritants and oestrogen-mimicking ingredients including oxybenzone, avobenzone, octisalate, octocrylene, homosalate and octinoxate.

We are already exposed to far too many irritants without adding unnecessarily to our daily load. So for those who spend most of their days working indoors, I would recommend giving your skin a break - and instead practice sun safety by staying in shade, wearing a hat, and avoid midday sun exposure when UV is highest.

If you do spend much of the day outdoors then buy a dedicated SPF rather than a moisturiser with an SPF, and pay close attention to the actual dosage and reapplication instructions. Invest in a good quality zinc-based sunscreen, as natural light reflectors are a much healthier option. Just remember: always apply physical sunscreens containing either zinc or titanium dioxide **after** your moisturiser – not before.

Do we have a sunscreen recommendation?

YES! We love MOTHER SPF, it's all-natural and Australian made.....and we will be launching it online in April xo

06

Simplify Your Routine

Adopt a 'less is more' approach to your skincare regime — clear out your bathroom cabinet so you are not tempted to use up products that are no longer suitable.



07

Know Your Triggers

Rosacea management should be holistically approached. Presentations are incredibly varied in each individual, and this just means that to treat rosacea successfully, one needs to look inward. By examining all the variables at play, the factors that have a role in *your* own 'rosacea story' can be understood - and changed! Start paying attention to which diet and lifestyle triggers are relevant to you.

08

Early Intervention

Once your triggers and early warning signs are established, as soon as you notice the beginnings of a rosacea flare - act quickly. Rosacea is much easier to manage when early interventions are taken. I would also recommend ongoing preventative treatment of weekly MV Signature Mineral Masks, to soften, strengthen, and calm delicate complexions.

The Rosacea Program

The Rosacea Program is a simple yet effective 1 month guide that will focus on calming inflammation, reducing redness and breakouts, strengthening the delicate skin-barrier, and providing ongoing daily protection.



You'll Need

The Radiance Starter Kit



The contents of *The Radiance Starter Kit* contain all the core products that I consider foundational to the management of all inflammatory skin conditions, including Rosacea.

Throughout the month you will reset the inflammatory cascade, as these formulations are designed to work *with* the skin's own natural rhythms and pathways.

After the one month protocol, when you have successfully strengthened the skin barrier, you may wish to discover the *Native Power Serum* and *Rose Plus Booster*.

morning ritual

Cleanse

Smooth 1-2 pumps of Gentle Cream Cleanser onto dry (yes, dry) skin. Wet your fingertips and gently massage for no more than *10 seconds*.

Immerse compress cloth in lukewarm water, wring tightly, then gently wrap and hold against your face. Inhaling deeply for a slow count of 5 to find your inner stillness. This process provides uber-gentle exfoliation and capillary exercise. Wipe away with very slow and gentle movements.

Repeat compress 2-4 times. Your skin will be perfectly clean while respecting your delicate natural microbiome, nothing harsh or aggressive happens at MV.

Moisturise

Immediately after cleansing spritz with Rose Hydrating Mist then, while skin is still damp, apply two drops of Pure Jojoba, followed immediately by a small pea sized amount of Rose Soothing & Protective Moisturiser. Use the provided pick to prevent finger contamination of the pot.

**Note:*

*For **severely reactive** Rosacea, use Pure Jojoba on a slightly damp make-up removal disc to cleanse the face instead.*

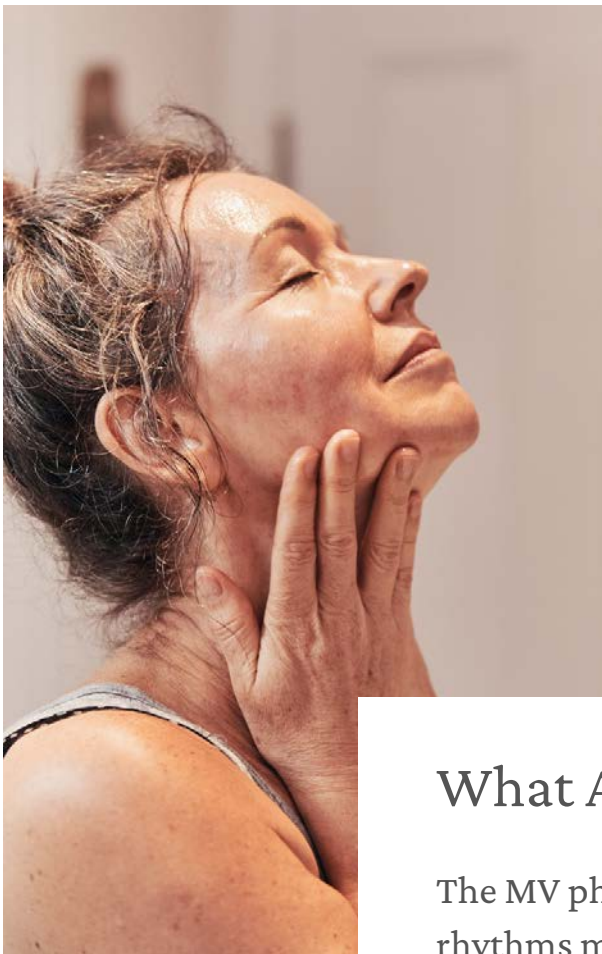


[▶ Watch Compress Cleanse Ritual](#)

evening ritual

To remove eye-makeup:

Before cleansing, place 4 drops of Pure Jojoba on a slightly damp make-up removal pad. Hold over each eye for a slow count of 5, then use a light touch to wipe away make-up. This will also condition the lashes. [Click to watch](#)



Cleanse

Follow the same Compress Cleansing ritual as the morning, applying Gentle Cream Cleanser to dry skin, and massaging for no more than 10 seconds. Remember to only plunge your cloth into lukewarm water to prevent the skin from overheating.

When you're holding the wrung out compress against your face, make a conscious effort to drop your shoulders, inhaling deeply. Keep the cloth against your face as you inhale and exhale for a slow count of 5.

Finally, remove the cleanser from the face using extra gentle strokes.

Nourish & Calm

Spritz the face twice with Rose Hydrating Mist, and smooth 2 drops of Pure Jojoba over the face and neck.

What About Moisturiser?

The MV philosophy skips moisturiser before bed. Diurnal rhythms mean that skin undergoes regeneration, cell turnover, and repair during the evening. Moisturiser sits atop the skin, as a protective barrier, which would hinder this vital process.

Weekly Treatment

We suggest doing this ritual in the evenings for optimal relaxation.

Cleanse

You're a pro at this now.

Follow the same Compress Cleansing Ritual that you've now mastered :)

Signature Mineral Mask

Create a silky cream by combining around 1-2 teaspoons of Signature Mask with a tiny amount of fresh spring water into a small cup. The consistency should be like a creamy yoghurt, and not too thin or runny. Add more or less water to reach this.

Using feather soft brush strokes, glide this lush mask over the contours of your face using the Vegan Mask Brush, included in your kit. Close your eyes - find inner stillness - and allow this mineral rich drink to soften and refine.

Remove the mask before it dries completely. This is vitally important. Please do not let the mask dry and crack, you want it to still be wet, with signs of tightness around the edges of your face.

When the mask is at this stage (should only take a few minutes), hold a soft and warm compress cloth against your face to gently remove the mask and reveal a glow-y new you. Smooth 2 drops of Pure Jojoba over face and neck, before slipping into bed.



▶ *Watch Signature Mask Ritual*



Congratulations!

At the end of this 4 week program, you will have not only drastically improved your skin health - but also mastered the art of skincare as selfcare.

I sincerely hope you loved using MV, and enjoyed inviting the art of ritual into your every day.

We would love to hear how you went! Feel free to send us an email for further advice, or to let us know how more about your experience with the Rosacea Program.

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