

MV  
SKINTHERAPY

# Sensitivity

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



# Sensitivity

I first started working intimately with skin over 30 years ago as a beauty therapist. It is through this longterm and up-close relationship with skin that I have learnt *so much* about the realities of skin function, the factors impacting its health, all of its temperamental conditions - and how to treat them.



MV was created *because of, and for,* sensitive skin.

Back in 1997, a client of mine reached out to me after experiencing a serious petrochemical sensitivity to a very well-known skincare product. This led me down a path of intensive research and shocking discoveries about the common ingredients used in conventional skincare, and their damaging implications for health. There was no way I could continue using these products on my clients' skins - and as there was no such thing as the 'green beauty' industry, I was forced to study skincare formulation and plant medicine, to create something that would treat and soothe my distressed clients' skin. It worked!

From there, MV grew into a small and considered range. I opened a holistic skin clinic, aligned myself with complementary healthcare practitioners, and became known as the 'Sensitive Skin Expert'. Travelling the world as a celebrity facialist, I was able to apply my skin health philosophy, alongside MV's therapeutic formulations - to transform the skin of some of the worlds most discerning skincare users.

My approach to treating sensitivity is simple and kind. It focuses on calming inflammation, strengthening the delicate skin-barrier, repairing the integrity of the skin, calming the nervous system, and providing ongoing daily protection.

---

Love Sharon xx  
♡

# *in focus* Sensitivity

Due to modern day living we are now exposed to more skin irritants and general pollutants than at any other time in history (with the possible exception of the Georgian period where the aristocracy were unwittingly poisoning themselves with white face powder containing arsenic!).

'Sensitivity' does not classify a skin *type*, but instead explains a skin *condition*.

Although it is often thought that sensitivity is associated with only fine textured skin, this is not the case. Whether pale, olive or very dark skinned, we all experience the discomfort of sensitivity in a similar way. When we burn our skin it feels hot and tight, when we come into contact with something we are allergic to, the skin can become blotchy, itchy, red and/or prickly.

While sensitive skins can often be associated with a dry and dehydrated skin type, this is not always the case, and sensitivity can also be experienced alongside any type of skin, including oily.

# The #1 Most Common Misconception About Sensitive Skin

Many people come to me with concerns about their '**sensitive**' skin, seeking treatments when commercial skincare has failed. In some cases, these people do have highly sensitive, fragile skin; in many more cases, their skin has become **sensitised** through external factors.

These words are so similar, but there's a world of difference between sensitive and sensitised skin in their causes and treatment. Read on to discover which skin you're in!

# What's The Difference?

## Sensitive

While sensitive skin can often have a hereditary component, it can also be caused by health conditions or the medication you take. Sensitive skin is fragile and can have quite a fine, dry, and patchy texture. It often also features high colour and broken capillaries and is easily irritated by even the simplest things.

Many people believe they have sensitive skin, when they don't! More often, our client's skin is in fact sensitised. And it's not just our clients - studies suggest that some 70% of women believe they have sensitive skin, though only a portion of these women will bear the genetic hallmarks of true sensitive skin. These are often people with very fair skin of Northern European ancestry.

## Sensitised

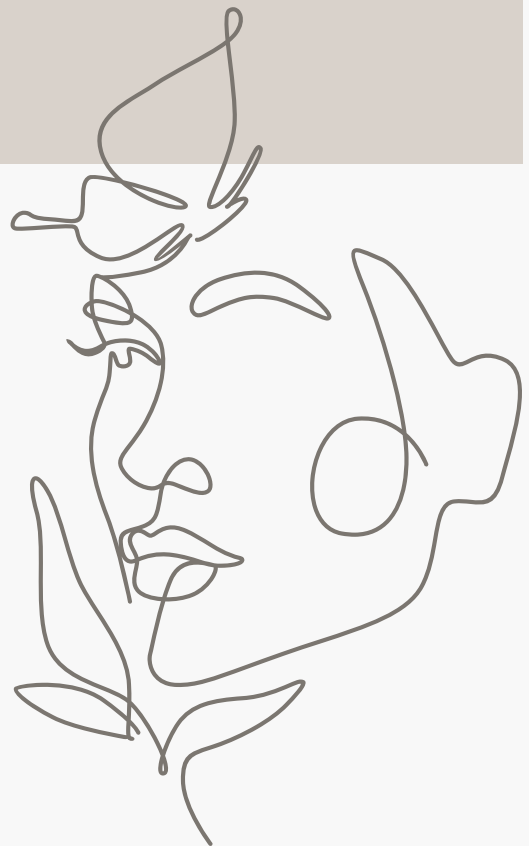
Sensitive and sensitised skin share the same list of symptoms including redness, irritation, and dryness but their causes are fundamentally different. Sensitised skin is caused by environmental or man-made factors.

Regardless of genetics, sensitised skin can be triggered in anyone through exposure to irritants like exfoliating scrubs, chemical peels, daily abrasive washing, microdermabrasion, pollution or cosmetic ingredients like alcohol, fragrance and artificial colouring. It's ironic that highly sensitised skin often results from a strong desire to care for and treat the skin as thoroughly as possible, which backfires when harsh, skin-stripping products are employed in the place of gentle, natural products like our own range.

# Sensitive & Sensitised

## Shared symptoms include

- Blotchiness
- Thin skin texture which appears to be translucent
- Uncomfortable feeling of tightness
- Flaking, peeling, or cracking
- Tiny rash-like bumps or breakouts not related to acne
- Flushing, itching, or burning



# Risk and/or Aggravating Factors

## Topical Irritants

- Using a new skincare product eg. cleanser, moisturiser or suncream.
- Long term use of skincare containing hydroxy acids eg; glycolic, salicylic, malic, lactic.
- Over-cleansing and exofliation of the skin.
- Alcohol-based products.
- Having an aggressive skin procedure that damages or 'removes' the surface of the skin like; microdermabrasion, chemical/herbal/enzyme peels, laser treatments.
- Retinol based products.
- Tap water (can be very drying and irritating).
- Heavily fragranced skincare.
- Chemical-based skin care and/or cosmetics.

## Lifestyle & Environment

- Exposure to a harsh climate.
- Toxins in our environment the body is unable to process and remove.
- Hot showers.
- \*Food allergies or intolerances that are unknown or mismanaged (eg: gluten, high-glycemic foods, soy, nuts, shellfish).

## Health

- Post-medical procedure, from certain medication and/or anaesthetic.
- Stress & emotions.
- Certain auto-immune diseases which affect the skin eg. lupus, psoriasis and scleroderma.
- Hormonal changes such as menopause and pregnancy.
- Inflammatory skin conditions like; rosacea, psoriasis, eczema, pcos, dermatitis, acne.

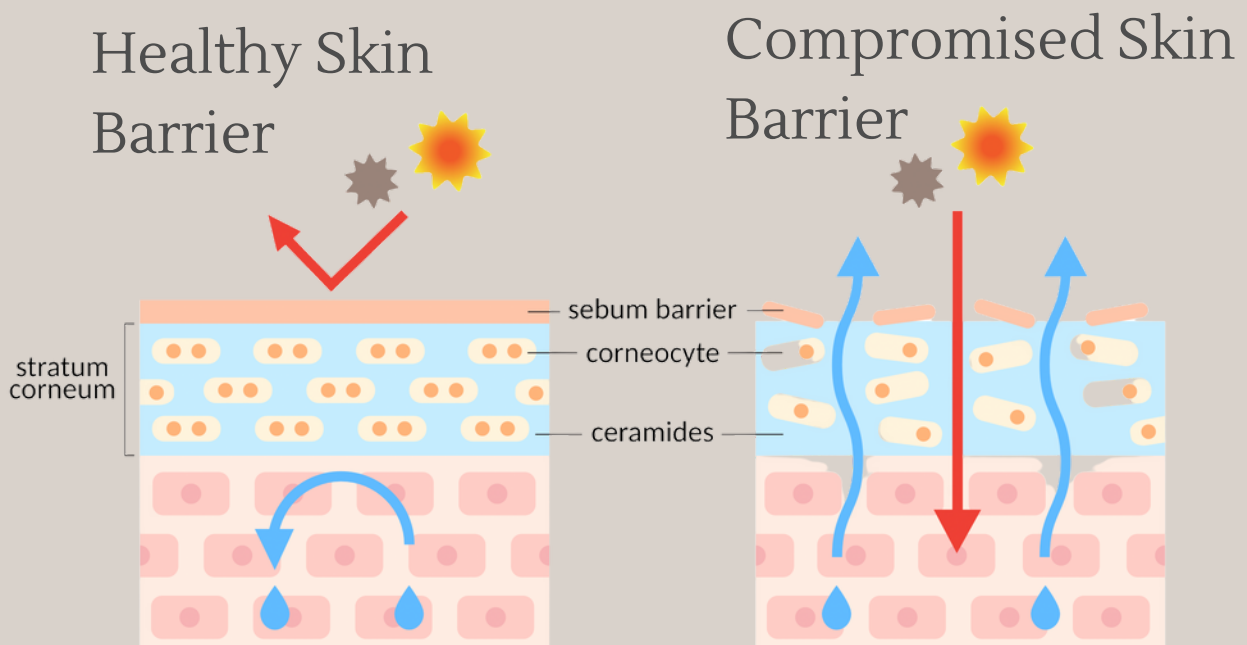
*\*Please work with a professional to understand your own dietary triggers.*

# Sensitive Skin equals *Barrier Impaired Skin*

Whether your skin condition classifies as sensitive or sensitised, the underlying factor is that the outer most layer of the skin (the lipid bi-layer) is impaired through damage (whether acute or chronic) and the integrity of this protective shield has now has been left compromised.

This layer is essential for human health. It houses the diverse skin microbiome, defends the skin against UV damage, environmental aggressors, bacteria and pathogens, as well as preventing trans-epidermal water loss - that is, retaining moisture IN the skin.

ALL sensitive/sensitised skin conditions have an impaired barrier. This means they are highly vulnerable to absorbing topical toxins and irritants, and will generally be more reactive and prone to inflammation.





# The #2 Most Common Misconception About Sensitive Skin

The second most common misconception is that **essential oils are irritating to sensitive skin**. Driven by the impact of low-grade, poor quality essential oils mass produced by the market, the common belief that essential oils can't be used on sensitive skin is one that has unfortunately become thoroughly entrenched. What's little known is that beautiful, therapeutic-grade essential oils have the ability to completely transform skin for the better. After 22 years of hands-on experience across thousands of clients, I have seen the difference first-hand and can attest to the power of high grade, pure oils. The reason companies shy away from using them? High quality oils are incredibly expensive!



# How To Treat Sensitive Skin Conditions

## Less Is More

Begin by avoiding the individual triggers that irritate your skin. Reduce the product load on your skin – especially harsh products – sensitive skin types are prone to reacting badly to ingredients including synthetic acids, fragrance, fillers and preservatives. Simplify your skincare routine and pay more attention to how your skin reacts to each individual product.



## Repair & Restore Skin Barrier Integrity

Research shows that certain plant oils can help replenish the skin barrier and protect the integrity of the skin. High-quality and therapeutic grade plant oils provide a rich source of phytochemicals that elicit antioxidant, anti-inflammatory, regenerative, and collagen stimulating effects.

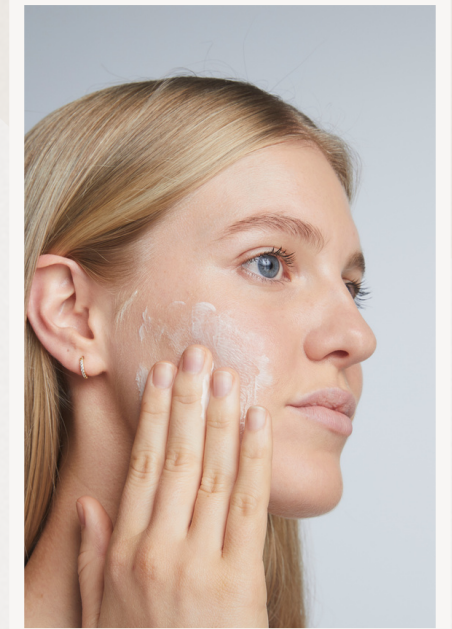
MV also utilises the mineral-rich diversity of therapeutic grade clay to strengthen and de-sensitize a reactive skin barrier.

# Sharon's Top Tips

## 01

### Start Slow & Simple

With any form of sensitivity we always recommend starting out slowly, initially introducing too many products may trigger a reaction. Adopt a 'less is more' approach to your skincare regime — clear out your bathroom cabinet and discover the power of our multi-functional and kind formulations.



## 02 Stop Washing With Water

Do you emerge from the shower with red blotchy, tight-feeling skin? For most people with sensitivity, the answer to this question is yes. Tap-water, full of various minerals can be very drying and irritating on the skin.

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.



# 03

## 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.*



# 04

## Learn to Buffer

Start to rely on MV Pure Jojoba as your new best friend. All barrier-impaired complexions, including sensitivity, 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.

# 05

## Throw Out Foaming Cleansers & Skin Exfoliants

All skins, but especially sensitive skins, 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 well 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.

# 06

## Avoid Daily Use Of SPF

A controversial topic, I know.

The truth is, many sunscreens contain ingredients that are highly irritating to sensitive skin. 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?*

*We like MOTHER SPF, but please let us know if you have found another great chemical-free formula so that we can share the recommendation with our sensitive skinned community.*

# 07

## Stop Wearing Moisturiser To Bed

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. In the evenings, give your skin a rest and instead treat it to a few drops of an antioxidant rich plant oil that supports the microbiome and protects the skin barrier.



# 08

## Listen To Your Skin

Skin health is holistic. The health and happiness of your largest organ is dynamic, and will be impacted by factors such as lifestyle, diet, stress, emotions, environment - as well as topical irritants.



# The Sensitivity Program

*The MV Sensitivity Program* is a simple yet effective guide that will focus on calming, desensitising, strengthening and repairing skin barrier integrity. This will improve both the skin condition and function, allowing the skin to retain more moisture, improve the natural defence to UV and pollution, support healthy cell regeneration, and reduce the appearance of fine lines.

To allow for a considered approach to the introduction of new products, I have created a 2 PHASE program. Remembering that your own severity of sensitivity (ie: level of skin barrier impairment) will determine the time required to strengthen and rebuild the delicate skin barrier.

*Less Is More, Repair And Restore*



# PHASE I

## *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 barrier impaired skins, including sensitivity.

This program will reset the inflammatory cascade, as these formulations are designed to work *with* the skins own natural rhythms and pathways. At the end of the program you will have successfully strengthened the skin barrier, and improved the integrity of the skin structure. After PHASE I you can now move into PHASE II of the program.



# 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:*

*With continued use of the MV range, sensitivity should decrease, allowing for a slight increase in water temperature while compress cleansing.*



[▶ 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?

Remember 'Top Tip #7'? MV philosophy skips moisturiser before bed. Diurnal rhythms mean that skin undergoes regeneration, cell turnover, and repair during the evening. Instead of a cream, use a nourishing plant oil and enjoy the healing skin therapy whilst you sleep.

# 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*

# PHASE II

*Introducing...*

## Oil & Serum Boosters



Congratulations!

After 4 weeks of PHASE I you would have mastered the art of skincare as selfcare, and drastically improved your skin function. PHASE II now introduces our Serum and/or Oil Boosters into your ritual.



We suggest you listen to your skin, and move through the next steps of PHASE II based on whether you started the program with either mild, or moderate sensitivity. The MV approach adopts a slow and mindful approach to healing.

# PHASE II

## *Booster Therapeutics To Add Next*

### Mild Sensitivity

- Native Power Serum  
&
- Rose Plus Booster **or**
- Daily Soother Booster

*\*You may now choose to swap your Pure Jojoba, in place of a more targeted Booster Oil*

### Moderate Sensitivity

- Rose Plus Booster **or**
- Daily Soother Booster

*\*Native Power Serum is not recommended for those with moderate sensitivity. Please continue to use Pure Jojoba as a soothing barrier shield.*

## How To Layer PHASE II

### Mild Sensitivity

1. Gentle Cream Cleanser
2. Rose Hydrating Mist
3. Native Power Serum
4. Daily Soother Booster  
**or** Rose Plus Booster
5. Rose Soothing &  
Protective Moisturiser

### Moderate Sensitivity

1. Gentle Cream Cleanser
2. Rose Hydrating Mist
3. Pure Jojoba
4. Daily Soother Booster  
**or** Rose Plus Booster
5. Rose Soothing &  
Protective Moisturiser

# PHASE II

## *Which Booster To Choose?*

Introduce the power of our highly concentrated and therapeutic Boosters Oil, formulated with the highest quality plant and essential oils to deliver targeted and nourishing care.

*You may have noticed that our Instant Revival Booster has not been recommended. This is our most active and stimulating booster formula, not typically suitable for those with sensitivity.*

### The Rose Plus Booster

*Skin Types: Sensitive, Delicate,  
Hormonal, Imbalanced,  
Dehydrated, Rosacea*

This 5x award winner blends precious Rose Otto essential oil with Rosehip, Rose Geranium, Vitamin E, Camellia and Jojoba to hydrate and strengthen, delivering clear skin and a dewy glow.



### The Daily Soother Booster

*Skin Types: Sensitive, Parched,  
Dry, Flaky, Reactive, Inflamed,  
Eczema*

Brimming with omega-rich oils and powerful anti-inflammatory extracts including Carrot Seed, Australian Sandalwood, German and Roman Chamomile, this aromatic salve is a 'Skin Repair' essential



# The Sensitive Skin Saviours

## PHASE I

SHOP HERE

*The Core Range*



Cleanse

Hydrate, Moisturise, Protect



Treatment Mask



The Radiance Starter Kit

## PHASE II

*Oil & Serum Boosters*

