

UNITY
SKINCARE



HOW TO LOOK YOUNGER:
THE ULTIMATE ANTI-AGING
SKINCARE PLAN

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Foreword

The world of skin care can seem a bit overwhelming. With so many brand and product choices available on the market today, it can be hard to keep up and decide which ones to try. Not knowing how or even where to begin with your skin care routine can leave you feeling confused. But don't worry, you are not alone.

Our skin is a window to our inner health and wellness. With the right tools and information—like this guide—building a good regimen is easier than you think. And if you dutifully stick to it for a few months, you will really start to see changes. Transformation takes time and smart choices. Invest in good formulations, and choose products with ingredients backed by science and research that are formulated specifically for your skin type and concern. Go beyond cleansing and moisturizing. Acquaint yourself with the skin-transforming powers of vitamin C, retinol, glycolic acid and other tried-and-true ingredients stated in this guide.

Good luck in your skin care journey,

Unity Skincare



CHAPTER 1

How Life Affects Your Skin

According to San Diego-based triple board-certified plastic surgeon Richard Chaffoo, we start aging way before our first wrinkle appears. “We get 90 percent of our skin’s damage by the age of 18, but it could take decades for the effects to present themselves.”

As our body’s first line of defense against the world at large, our skin is exposed to the harshest elements: UV radiation, environmental toxins and microbes, frigid temperatures and harsh chemicals in skin care products. But it’s not just the outside world. Our stress levels, diet and health also have a direct impact on our skin. Over the course of a lifetime, these damages accumulate, and eventually our skin gives in, paving the way for fine lines, wrinkles, acne, uneven skin tone and persistent redness and rashes.

The good news is that, despite our past mortal skin sins and constant inner and outer threats, we can still make a difference in our skin. A good skin care routine—though it won’t necessarily undo past damages—can go a long way. “I have seen so many people prevent the damage from becoming visible by staying dedicated to a potent daily regimen,” offers board-certified dermatologist Gary Goldfaden. “With the right products, you can keep your skin looking healthy longer.”

Before we dig deeper into the right skin care regimen for you, let’s explore the four main factors responsible for the changes in your skin. While some of these factors are unavoidable and part of our natural aging process, some are actually preventable.

From your daily lifestyle choices to your monthly hormonal cycle, see how the vicissitudes of life affect the quality of your skin.

We get 90% of our skin’s damage by the age of 18.

1. THE SUN

According to The Skin Cancer Foundation, more than 90 percent of the visible changes commonly attributed to skin aging are caused by the sun. Chronic exposure to the sun’s ultraviolet rays—both UVA and UVB—breaks down collagen fibers and elastin (vital to the skin’s supple appearance) and interferes with the body’s immune and repair systems. It also contributes to the formation of free radicals (unstable oxygen molecules that attack healthy cells and permanently damage our DNA), leading to premature skin aging and, in some cases, cancer.

2. YOUR HORMONES

“From the teenage-blemish phase to aging skin, the ebb and flow of hormones has a key effect on the way we look,” shares board-certified obstetrician and gynecologist Rebecca Booth.

For instance, during puberty, our bodies start ramping up production of sex hormones estrogen and androgen, which results in excess oil and enlarged pores—the infamous birthplace of teenage acne. Meanwhile, fluctuating hormones during pregnancy can cause acne, dark spots, spider veins and various skin rashes to appear. As one approaches the menopause stage, when estrogen starts to decline, you’ll notice that your skin becomes dry, less elastic and more prone to acne and hyperpigmentation.

Aside from estrogen, other hormones are at play. When your body senses a threat, it releases cortisol, epinephrine and other stress hormones. This process causes your muscles to tense up, heart rate and blood pressure to spike and digestive and immune systems to slow down, making you more vulnerable to free radical damage and toxin buildup. In other words: cellulite, breakouts and a sallow complexion.

3. LIFESTYLE AND DIET

While it hasn't been proven that certain food like nuts, potato chips and pizza can trigger acne breakouts, there is some solid evidence that your diet has a direct impact on your skin. For instance, sweets and refined carbs like white bread and pasta can cause rapid spikes in blood sugar and accelerate your skin's aging process. New York-based dermatologist Whitney Bowe explains: "Glycation is when sugar binds to other molecules in your body, such as protein and lipids. These sugar by-products do two things: They stop your cells from functioning properly, and then they create free radicals, which further damages your cells."

Moreover, processed foods that are high in sugars, also known as high-glycemic foods, can trigger acne. "High-glycemic foods contribute to acne by elevating serum insulin concentrations," shares Dr. Ashley Magovern. "This ramps up oil production and triggers inflammation. "Dairy foods have also been shown to be a trigger."

Even wines and other alcoholic beverages make you vulnerable to glycation. "Alcohol causes the blood vessels to swell, and the high levels of sugar found in alcohol can lead to glycation, which has been proven to hinder collagen fibers from regenerating," confirms Dr. Goldfaden. Likewise, cigarette smoking plays a major part in the formation of wrinkles. Studies of identical twins have found smokers to have thinner skin (in some cases by as much as 40 percent), more severe wrinkles and more gray hair than their nonsmoking twins.

4. SKIN CARE CHOICES

Your skin care routine can make or break your skin. The wrong products—those laden with harsh

chemicals or that don't match your skin type—are not only a waste of hard-earned money, they can also make existing skin conditions worse. But the right formulas for your skin—applied in the proper amount and in the correct order—may help reverse the damages mentioned above and even prevent them from happening in the first place.





Your Great-Skin Checklist

- 1.** As the old adage goes: “The best defense is a good offense.” In skin care terms, your best defense against environmental damage is a good skin care routine.
- 2.** Alcohol and cigarettes have lasting effects on your skin. Thankfully, so do exercise and a healthy, balanced diet.
- 3.** Your hormones can be your skin’s friend or its worst foe at various stages of your life. Understanding how it works can potentially save you a trip to the dermatologist.
- 4.** Different folks, different skin concerns. So the right skin care products for another may not necessarily work for you.
- 5.** Just as your eyes are the windows to your soul, your skin is the window to your health—physically and emotionally. The surest route to better skin is to take care of yourself.



CHAPTER 2

Building the Best Skin Care Routine for You

Just how well do you know your skin? How does it behave when it's hot and humid or chilly and dry outside? What ingredients does it crave? These are all important questions because finding the right skin care products is the first step toward building a better skin care routine. Think of it as finding your skin's soul mate. It could take a lot of trial and error at first, but if you know your skin well, you'll be less likely to end up with a bad breakout.

"The same product on two different skin types may react completely differently," says board-certified dermatologist Rebecca Kazin. "This is why it's important to identify your skin type and which treatments and products are right for your skin.

You don't want your product to make your condition worse."

If you aren't 100 percent sure what type your skin falls under, don't worry. We've broken it down so you can get to know your skin a little bit better.

The same product on two
different skin types may
react completely differently.



Get to Know Your Skin Type

Skin Types	Major Identifier	Your Skin's BFF	Keywords to Look For	Ingredients to Watch Out For
Normal	Skin with almost no sensitivity, dryness or oiliness.	Lucky you! Your skin can tolerate pretty much everything.		
Dry	Rough texture, dull color and tightness after cleansing are your top concerns.	<ul style="list-style-type: none"> • Creamy Cleansers • Hydrating Boosters • Rich Moisturizers • Face Oils 	<ul style="list-style-type: none"> • Hydrating • Cream/Creamy • Alcohol-Free • Soap-Free 	<ul style="list-style-type: none"> • Alcohol • Retinol • Salicylic Acid • Benzoyl Peroxide
Oily	More frequent acne breakouts, visible pores and shine are your top concerns.	<ul style="list-style-type: none"> • Foaming or Gel Cleansers • Chemical Exfoliants • Oil-Free Moisturizers • Clay Masks 	<ul style="list-style-type: none"> • Mattifying • Oil-Free • Noncomedogenic 	<ul style="list-style-type: none"> • Mineral Oil • Petrolatum • Alcohol
Combination	Your skin is dry in some areas and oily in others (mainly the T-zone).	<ul style="list-style-type: none"> • Toners • Spot Treatments • Blotting Papers • Multiple Masks 	<ul style="list-style-type: none"> • Balancing • Non-Drying • Noncomedogenic 	<ul style="list-style-type: none"> • Similar to dry or oily skin
Sensitive	Your skin tends to react to skin care products with redness, burning or acne.	<ul style="list-style-type: none"> • Calming Mists (Thermal Spring Waters) • Soothing Botanical Oils (like aloe and chamomile) 	<ul style="list-style-type: none"> • Calm • Mild • Hypoallergenic 	<ul style="list-style-type: none"> • Perfumes • Fragrances • Preservatives

Sometimes your skin type varies according to the season or geographical location. In that case, you don't need to switch up your entire regimen each season. A few tweaks here and there should be enough. For example, if your skin is typically normal

but turns oily in the summer, you may want to switch to a foaming cleanser or a lighter moisturizer. As we explore the different parts of your new skin care regimen, we'll offer a few product recommendations based on your skin type.

What Happens to Your Skin at Your Age

Throughout this book, you'll often hear us speak about hydroxy acids, retinol, antioxidants, peptides and growth factors. Dermatologists gravitate toward these ingredients because of the solid science behind them. As new brands, formulations and trends become available, feel free to explore different ingredients and products. The crucial factor is to ensure that you are incorporating the critical pillars of skin care. For a better understanding of what those are, let's take a look at what's happening in your skin as you age.

Your 30s

WHAT'S HAPPENING IN YOUR SKIN:

When you're at the peak of your career, managing your diet and stress levels and making time for proper sleep and exercise may be the farthest things from your mind—and your skin is likely to show it. Uneven texture and tone, visible pores, a few fine lines and an overall lackluster appearance—blame these on the slowdown of cellular turnover, reduced oil production and weakened defenses against the effects of stress and environmental damage. Some people may also start seeing the first signs of damage, usually in the form of fine lines around the eyes.

WHAT TO DO: There really is no shortcut to great skin other than a healthy lifestyle. But when life happens, it's better to equip yourself with a solid routine. For crow's-feet, reach for an eye cream to prevent them from progressing. Or, better yet, try to use your facial products around your eyes, including your sunscreen. Most people seem to avoid this area, but if your skin can tolerate it (be sure to moisturize and not overdo it), go for it. You can also start incorporating gentle exfoliators to refine your pores and even out your skin's tone and texture. If you haven't done so yet, incorporate antioxidants and retinols into your routine to speed up cell turnover and help repair damage.

Your 40s

WHAT'S HAPPENING IN YOUR SKIN:

You're finally comfortable in your skin, but you're not quite ready to start looking like your mother. In your 40s, a lifetime of environmental assaults, gravity and the natural aging process lead to the breakdown of collagen and elastin beneath the skin's surface. This is why you may be seeing an increase in wrinkles and a decrease in skin firmness.

WHAT TO DO: The good news is that skin care doesn't have to get more complicated over time as long as you use products geared toward your skin's needs. Seek serums designed for your specific aging concerns, and continue to make moisturizing and exfoliating a priority to restore your youthful glow.

Your 50s

WHAT'S HAPPENING IN YOUR SKIN:

Menopause can do a number on your skin (among other things). Changes in hormone levels cause a drastic decrease in lipid and collagen production and prompts major skin changes like extreme dryness, deeper wrinkles, loss of volume, sagging and thinning.

WHAT TO DO: Try a combination of products that include hydroxy acids (like glycolic acid), antioxidants and peptides in addition to retinol. These ingredients work hand in hand in speeding up cell turnover, boosting collagen production and repairing existing damage. If your over-the-counter retinoid products don't seem to be cutting it anymore, try to up your dosage or speak with your dermatologist about prescription formulas.

60s and Beyond

WHAT'S HAPPENING IN YOUR SKIN:

As you settle into your golden years, your skin becomes thinner and more fragile.

WHAT TO DO: Focus on moisturizing and using gentle products that will be kind to worn and dry skin. Go

for creams, serums and other hydrating items that are designed to retain moisture and protect healthy cells. Remember, sometimes dry skin just represents layers of dead skin cells that haven't been able to turn over quickly—especially in aging skin. It may sound counterintuitive, but using an AHA like glycolic acid can actually bring moisture back to your skin by sloughing the dead skin layers and can also allow your moisturizers to work better.

In What Order Should You Apply Your Products?

Applying your skin care products in the proper order ensures that your skin receives the full benefits of each product. An easy rule of thumb to follow is to apply your products with the thinnest consistency to the thickest or from liquid to oil. During the day, most experts recommend a simple cleanser-toner-light moisturizer/day cream-sunscreen routine. At night, that's when you load up on skin care actives. Here's what experts recommend

Day

- STEP 1:** Cleanser
- STEP 2:** Toner
- STEP 3:** Moisturizer or Day Cream
- STEP 4:** Sunscreen

Night

- STEP 1:** Cleanser
- STEP 2:** Toner
- STEP 3:** Spot Treatments
- STEP 4:** Serum
- STEP 5:** Eye Cream
- STEP 6:** Moisturizer, Night Cream, Face Oil





5 Sun-Safety Rules to Live By

1. WEAR SUNSCREEN EVERY SINGLE DAY.

Yes, even on days when you don't see the sun. (No excuses here, especially with a range of new formulas that make it easy to apply and reapply.) Make sure your SPF is the last thing you put on before your makeup, and give it ample time to absorb.

2. OUTSIDE? FOLLOW THE TWO-HOUR RULE.

Feel free to have fun in the sun, just commit to reapplying your SPF product every two hours and/or after you sweat or get out of the pool. Keep in mind, too, that the sun's rays are most damaging between the hours of 10 a.m. and 4 p.m.

3. ELIMINATE "HEALTHY TAN" FROM YOUR VOCABULARY.

The idea of getting a preliminary, "healthy" tan to prevent burning in the future is a popular one that just won't go away. And, unfortunately, it's anything but a good idea. Anytime your skin develops a tan, that's a sign of injury. Your skin is producing more melanin to protect itself against further damage to its DNA.

4. GET A FULL-BODY SCAN ONCE A YEAR.

Don't let the cost of this preventative measure deter you. Several clinics offer the service for free.

5. INVEST IN ANTIOXIDANTS.

Your skin can better defend itself against the sun with a little help from daily use of a topical vitamin C product. Bonus: Vitamin C can also help fade existing dark spots.



CHAPTER 3

Exfoliation and Peels 101

Despite the differences in our skins' needs, we all have one thing in common: a longing for the proverbial and ever-elusive baby-soft skin. But have you ever wondered why a baby's skin is so soft and supple in the first place? According to Dr. Goldfaden, babies' skin cells are naturally replaced every few days. "As you grow older, however, the rate of cell turnover slows down dramatically. Dead cells on your skin's surface hang around much longer, a fact that tends to accentuate those fine lines and can make your complexion look dull and lifeless."

The good news? There's a way to make up for the gradual slowing down of our natural skin-renewal process and improve its tone and texture almost immediately: exfoliation. Here are just some of the direct benefits of regular exfoliation, according to Dr. Goldfaden:

1. It fades age spots by removing dead skin cells containing the pigment.
2. It unclogs pores and allows the release of natural skin oils.
3. It minimizes the appearance of enlarged pores and superficial scars.
4. It makes fine lines and wrinkles look less visible because the newly exposed layer of skin reflects light better.
5. It allows for better absorption of moisturizers, antioxidants and collagen-boosting serums by removing the top layer of dead and damaged cells. This also holds true for acne medications and other types of skin treatments for which penetration is important.

It's just as important to be gentle, go slow and not overdo it. Allow your skin to acclimate to an exfoliating routine. Overexfoliation is a very common mistake that people make, especially with the excitement of a new skin routine. It's also important to stay hydrated with daily use of a moisturizer after you exfoliate.



What Exfoliant Should You Use?

There are two types of exfoliants: **physical exfoliants**, which use friction to manually remove the dead skin cells (an example is your face scrub), and **chemical exfoliants**, which use acids or enzymes to remove dead skin cells. Let us break this down for you.

Physical Exfoliants

Physical exfoliation involves a product with granules, such as facial scrubs, that you work into the skin to slough off dead skin cells. If you prefer this kind of exfoliation, the best product for you depends a great deal upon the thickness and sensitivity of your skin. All kinds of particles can be used for exfoliation, and mainstream products encompass a wide and varied selection. Here are just a few:

1. LARGER GRANULES

People with oilier complexions have larger sebaceous glands, which makes their skin thicker and better able to tolerate larger, more abrasive particles like pumice or magnesium oxide crystals (used in some microdermabrasion procedures).

2. SMALLER GRANULES

Those with drier, sensitive skin can generally use products with smaller granules, such as ruby crystals and jojoba beads. Jojoba beads, derived from the seeds of the jojoba plant, are small and uniform in size and shape, so they are less likely to irritate, cut or abrade your skin. This lessens the likelihood of small skin tears.

3. SEEDS AND CRUSHED NUTSHELLS

It's important to remember that certain ingredients, although natural, may not be appropriate for your skin. Some natural products, such as crushed nutshells, seashells, ground fruit pits and seeds, have uneven edges and irregular shapes that can cause tears on sensitive skin.

Chemical Exfoliants

Chemical exfoliants work by weakening the "cellular glue" that holds dead skin cells together, encouraging exfoliation and revealing healthy, younger skin cells. Typically, acne-prone and highly

sensitive skin responds very well to chemical exfoliants because they are less likely to cause irritation.

1. ACIDS

The most common type of chemical exfoliant is hydroxy acids. Hydroxy acids fit into two categories: alpha hydroxy acids (AHAs) and beta hydroxy acid (BHA). Both groups of acids are naturally derived from various foods (e.g., sour milk, sugarcane) and plant-based sources (e.g., willow bark). They also work similarly, but each one produces slightly varied results. The main difference? AHAs are water-soluble (dissolves in water), and BHA is lipid or oil-soluble, which makes BHA more effective on oily skin.

The most commonly used AHAs in skin care are glycolic, lactic, mandelic and citric. The only known beta hydroxy acid is salicylic acid. Though there are various types of acids, glycolic, lactic and salicylic acids have the most clinical research behind them and the most studies supporting their efficacy.

a. Glycolic Acid

WHY IT WORKS: Derived from sugarcane, glycolic acid has long been considered by many professionals to be the best-performing AHA. As the smallest hydroxy acid molecule, glycolic acid can penetrate skin the deepest and the fastest, making it the most effective at stimulating collagen production and reducing the depth of wrinkles.

WHO WILL BENEFIT FROM IT: Aside from reducing wrinkles, glycolic acid is also effective at reducing photodamage, which makes it ideal for those with more mature skin. If you have dry skin, you'll also find glycolic particularly useful because it draws moisture to the skin and helps prevent transepidermal water loss. It also increases the hyaluronic acid levels in the skin. Sometimes you think your skin is dry, but it actually just needs some gentle exfoliation.

WHAT ELSE YOU NEED TO KNOW: It's important to know that because glycolic acid penetrates quickly, it can be more irritating than other AHAs and is sometimes not tolerated well by sensitive skin types.

b. Salicylic Acid

WHY IT WORKS: Derived from willow bark (the same place we get aspirin), salicylic acid is both highly keratolytic and comedolytic, which means it can not only dissolve dead skin cells on the surface of the skin, but it also sinks into the pore and clears out oil and debris that cause acne, whiteheads and blackheads. Additionally, it can correct dark spots without irritating your skin because it's derived from willow bark, which has some topical anti-inflammatory benefits.

WHO WILL BENEFIT FROM IT: Aside from those with acne-prone skin, darker skin types can also use this to correct pigmentation issues. Board-certified dermatologist Haleh Bakshandeh explains: "While some AHAs and other acids can trigger post-inflammatory hyperpigmentation in patients with darker skin types, you won't see that with salicylic acid. It's a very safe and predictable acid. Use it to treat patients with darker skin looking to correct sun and age spots and hyperpigmentation issues."

WHAT ELSE YOU NEED TO KNOW: While BHA has been shown to be mildly antibacterial, it has not been shown to kill *P. acnes* bacteria, the most common bacteria that lead to acne. For this reason, salicylic acid is often paired with antibacterial ingredients for the best results. Salicylic acid can also be mildly drying to the skin, so it's important to moisturize when using it. Dermatologists recommend a salicylic acid formulation that contains 0.5 percent up to 2 percent.

c. Lactic Acid

WHY IT WORKS: Like glycolic acid, this sour milk-derived acid exfoliates as it increases moisture levels in the top layers of the skin, improving barrier function and resistance to

dryness and flakiness.

WHO WILL BENEFIT FROM IT: Like all AHAs, lactic acid is great for general exfoliation and skin lightening. But because this is a larger molecule, it makes it somewhat "gentler" than glycolic acid.

WHAT ELSE YOU NEED TO KNOW: Studies show that low and medium (12 percent) concentrations of lactic acid can increase epidermal and dermal firmness and thickness of skin as well as reduce the appearance of lines and wrinkles. It can also clear sunspots by accelerating cell turnover and directly inhibiting melanin production.

2. ENZYMES

If you have very sensitive skin, it is often recommended to look for facial exfoliants that are enzyme-based. Enzymes come from natural sources like fruits and work in the same way as acid-based products, but at a much slower pace, so it allows for an extremely safe and gentle exfoliating process. This is why we see estheticians using enzymes in most of their facial treatments and masques.

3. PEELS


Peels are considered chemical exfoliants because they use acids or enzymes to exfoliate your skin. They can be classified based on their strength. Keep in mind that the stronger the peel, the longer the downtime is.

SUPERFICIAL – This is the gentlest type of peel available and has no downtime. Superficial peels only remove the top layer of the epidermis. This results in instantly brighter and smoother skin.

MEDIUM – a longer recovery time and can have more side effects. They're usually derived from TCA (trichloroacetic acid) and penetrate deep into the skin to treat sun damage, pigmentation and wrinkles.

DEEP – These peels are painful and can take months for full recovery. Deep peels are the strongest type of chemical peel available. They are used for sun damage, scarring and deep

lines and wrinkles. Typically, they use carbolic acid or high-strength TCA to penetrate the deeper, or dermal, layers of the skin. Laser technology has come a long way and tends to be a safer alternative with less risk of complications than deep chemical peels.



The 7 Commandments of Exfoliation

1. START SLOW.

Start once a week if you're using a physical exfoliant, or a lower concentration if you're using a chemical one, and then work your way up to see what your skin can tolerate. Ideally, you'd want to exfoliate two or three times a week for optimum results.

2. CONSIDER YOUR SKIN'S COMFORT LEVEL.

The right acid for you depends on your skin's tolerance level. AHAs are typically a better choice for dry skin because they exfoliate on the surface of skin and help improve moisture content. BHAs are ideal for oily, acne-prone skin because of their ability to penetrate the pore wall and clean from the inside.

3. DO A PATCH TEST.

Apply a small amount of your product on the inside of your arm and then on the forehead (where the facial skin is the thickest) to see how your skin will respond.

4. USE A DAILY SUNSCREEN.

Some peels and acids can leave the skin sensitive to the sun. While we normally recommend that you use sunscreen every day, it's even more important to use it when you're exfoliating.

5. DON'T OVEREXFOLIATE.

If your skin looks red and feels sensitive to touch after exfoliating, it's possible that you've overdone it. Give your skin a few days to recover or opt for a lower concentration if you're using acids.

6. CONSULT YOUR DOCTOR.

It is not uncommon for people to experience mild redness and peeling when first beginning an AHA/BHA skin care regimen. If persistent irritation or redness occurs, consult a doctor.

7. IF YOU'RE PREGNANT, BEWARE. Speak to your health care provider before incorporating acids into your routine. Some acids, such as salicylic acid, may be harmful to you. AHAs like glycolic acid are generally safe.



CHAPTER 4

The Essential Luxuries: Serums, Masks and Oils

Regular cleansing, exfoliation, moisturizing and sun protection make up the fundamentals of healthy, glowing skin. For some people, these steps may be all the care their skin needs. But others who may be dealing with more serious skin concerns could probably use an additional dose of skin-loving nutrients and active ingredients. This is where serums, masks and oils come in. We call them the essential luxuries.

Good serums, masks and oils contain high amounts of concentrated vitamins and nutrients that give additional hydration, brightening or damage-repair benefits. As such, they can also be used as targeted treatments to control certain skin conditions. Let's explore them one by one.

Serums

In skin care, serums are used as potent enhancements to many regimens. These products are formulated with greater amounts of active ingredients, and because they are generally lighter than your traditional face creams, they can penetrate your skin deeper to truly make a difference. Typically applied daily as the last step before moisturizing your skin, these products are versatile and can be used in numerous ways: They can be added to moisturizers, night creams and masks to enhance their potency, used as a spot treatment for problem areas, or utilized as a stand-alone hydrating gel for oily skin. With continued use, serums offer visible results that may not be realized with most creams and lotions alone.

There truly are serums for every skin condition. Here are just some of them.



FOR FINE WRINKLES, LARGE PORES AND SAGGING SKIN: Anti-Aging Serums

These serums feature ingredients that speed up cell turnover, boost collagen production and improve your skin's elasticity. Some also offer skin-firming benefits, making lines and pores less visible.

USUALLY CONTAINS: retinol, antioxidants, peptides, stem cells, growth factors and DNA repair enzymes

Masks

Just like serums, masks can infuse your skin with vital nutrients, seal in moisture, soothe stressed skin and jump-start cell repair. But what makes them more effective? Masks create an occlusive barrier, sealing in nutrients and moisture and preventing them from evaporating. On top of that, some masks can also draw out impurities from the skin and absorb excess sebum, making it ideal for oilier complexions.

Masks are typically applied once or twice a week or whenever your skin needs an instant pick-me-up. Aside from the fact that you can see results almost instantly, the beauty of a mask is that you can use a combination of different ones—either one at a time or all at the same time (also called “multimasking”)— or use it in conjunction with your serums and oils.

To help you choose which ones are right for you, we’ve broken it down according to type and purpose.

FOR DETOXIFYING SKIN: Clay Masks

Clay masks are known for their ability to soak up dirt and excess oil, preventing blackheads and minimizing the look of large pores. Because of its natural composition, clay masks also infuse your skin with beneficial minerals. Those with sulfur also boast the ability to kill acne-causing bacteria.

IDEAL FOR: Oily and Combination Skin

USUALLY CONTAINS: kaolin, bentonite, sulfur, carbon

FOR IMPROVING SKIN TEXTURE: Cream Masks

Skin that is very dry can sometimes look dull and feel rough and tight. It’s also more prone to dehydration lines and wrinkles. Cream masks, which are generally rich in botanical oils and moisturizers, can seal in moisture and plump your skin, smoothing away rough skin surfaces and making fine lines and wrinkles less visible. Some cream masks also have brightening benefits.

IDEAL FOR: Normal to Dry Skin

USUALLY CONTAINS: botanical oils, hyaluronic acid, moisturizers



FOR SOOTHING INFLAMED OR SUN-DAMAGED SKIN: Gel Masks

For those with easily irritated skin, gel masks can offer immediate soothing, cooling relief. Usually infused with collagen and antioxidants, they help damaged skin recover faster. They also work great on post-procedure skin, especially after microdermabrasion, waxing, shaving or chemical peels.

IDEAL FOR: Dry and Sensitive Skin

USUALLY CONTAINS: aloe vera, calendula, collagen and antioxidants

FOR EVERYTHING ELSE: Sheet Masks

Although sheet masks work with all skin types based on the formulas they contain, they are particularly excellent for resistant skin types when paired with your favorite serums.

USUALLY CONTAINS: botanical extracts, hyaluronic acid, antioxidants

Oils

These days, slathering oil on your face is no longer as horrifying a thought as it was a decade ago (especially if you had oily skin). Thanks to beauty editors and natural-beauty advocates, we all know now that they work—not only in the way of moisturizing dry skin, but also as a rich source of essential vitamins, antioxidants, essential fatty acids and lipids. Because of their natural antimicrobial properties, oils can make a great protective barrier against potentially harmful elements in the environment.

Aside from locking in moisture, some are better at fighting wrinkles, evening out skin tone and texture and treating a multitude of other skin issues. Let's explore some of the most buzzed-about oils.

FOR CLEANSING: Castor, Olive and Jojoba Oils

Regardless of your skin situation (dry, oily, acne-prone or sensitive), oils are great cleansing agents. Not only do they work effectively at removing makeup, dirt and, yes, even excess oils, they do so without stripping your skin of its natural oils. Castor and extra-virgin olive oils are two of the most common oils for cleansing. Both are rich in moisturizing antioxidants and essential fatty acids. If you have oily skin, jojoba oil is closest to the consistency of sebum, so it's helpful for carrying sebaceous secretions off the body.

FOR REVERSING SIGNS OF AGING AND SCARS:

Rose Hip Seed Oil

Packed with vitamin A, vitamin E and essential fatty acids that help in healthy cell turnover and collagen production, this oil addresses a litany of issues, from sun spots and burns to acne marks and age spots to stretch marks and scars. Some studies also support its ability to reduce wrinkles.

FOR SOOTHING ACNE FLARE-UPS AND ROSACEA: Tea Tree, Chamomile and Calendula Oils

Tea tree oil boasts anti-inflammatory and antimicrobial properties, making it an effective spot treatment for acne. Some experts believe that this oil may also be effective on rosacea, considering that *Demodex*, a microscopic mite, is one of the causative culprits. Some aromatherapy experts rely on the anti-inflammatory benefits of certain oils like chamomile and calendula to soothe inflamed skin and reduce redness.

FOR MOISTURIZING SEVERELY DRY SKIN:

Coconut Oil

Whether you're suffering from parched hands, dry cuticles, cracked heels and elbows or even frizzy hair, you may benefit from slathering on some virgin coconut oil. Aside from its ability to moisturize equally as well as mineral oils, this oil is nutrient-dense (a rich source of vitamins E and K, iron and lauric acid). It's also naturally antimicrobial, antifungal and antibacterial. Some recent studies suggest that when applied topically, virgin coconut oil can speed up wound healing while reducing water loss in severely dry skin.





CHAPTER 5 Glowing From Within

ou are what you eat. You've heard the saying time and time again, but it takes on a special meaning when you consider the impact a proper diet can have on your skin. "We consider what we put on our skin to keep it healthy and youthful—sunscreen, moisturizers, toners and the like—but what we put in our body is important too," says nutritionist Kelly Plowe.

Vitamins, minerals and essential fatty acids are responsible for your skin's ability to keep itself moisturized, heal wounds and repair damage, control inflammation and ward off bacteria. When you don't get enough of these nutrients from the food you eat, it shows on your skin, sometimes in the form of dry skin, rashes, acne breakouts and pale or ashy skin tones. You may also become more prone to sun damage, which, as we've mentioned earlier, causes 90 percent of visible signs of aging.

So how do you know you're getting all the nutrients you need for healthy glowing skin? Here's what most experts recommend: Eat a varied and balanced diet of whole foods consisting of 40 to 60 percent complex carbohydrates, 20 to 30 percent lean protein and 10 to 20 percent mono- and polyunsaturated fats. This will give your skin most of what it needs to run efficiently. You'll also need to load up on these seven essential nutrients.

7 Nutrients Your Skin Needs

1. ANTIOXIDANTS (VITAMINS A, C AND E)

We've already discussed how free radicals damage healthy cells and how antioxidants can help. But aside from free radical protection, antioxidants are also essential for the skin's structural integrity, growth and maintenance—so much so that when your body lacks enough antioxidants, you'll notice that your skin can feel dry and rough, your wrinkles look deeper and your bruises and sunburns take longer to heal. You could also be more prone to eczema, psoriasis

and dandruff.

GOOD SOURCES OF ANTIOXIDANTS: green leafy vegetables, citrus, berries and other brightly colored fruits

2. B VITAMIN COMPLEX

Thiamine, riboflavin, niacin, B-6, B-12, folate, pantothenate, PABA, inositol, biotin and choline are all B vitamins. In plants and animals, they are always found together, and, likewise, the body uses them in conjunction with each other. Because these vitamins aid in cell growth, they are essential for wound healing (sunburns, bruises, infections and acne). They also boost metabolism and circulation, which consequently slows down premature aging. B vitamin deficiencies can result in eczema, pale complexion, dandruff, pigmentation issues and skin lesions.

GOOD SOURCES OF B VITAMIN COMPLEX: fish, beans and poultry.

3. VITAMIN D

Both a vitamin and a hormone, vitamin D is helpful in the treatment of psoriasis and inflammation. Vitamin D deficiencies result in a lack of vitality in skin tone and texture.

GOOD SOURCES OF VITAMIN D: sunlight, fatty fish, fortified milk and orange juice

By the time we reach middle age our bodies' water content can be as low as 50 percent.



4. MINERALS

Minerals also play an integral role in your complexion. Iodine, for one, aids in healing skin infections by increasing oxygen consumption and the metabolic rate of the skin. Silicon aids in collagen formation. Zinc aids in wound healing and skin rejuvenation by promoting cell growth and boosting immunity. Combined with vitamins A and B, it helps in the treatment of acne. Zinc is also an important mineral for hair growth.

GOOD SOURCES OF MINERALS: seeds, nuts, mushrooms, kelp, certain fruits and vegetables

5. ESSENTIAL FATTY ACIDS

Essential fatty acids, found in mono- and polyunsaturated fats, are equally essential to beautiful skin. Unfortunately, your body cannot manufacture them, so they must be obtained from food and supplements. Omega-3 fatty acids—found in fatty fish like wild Alaskan salmon, Atlantic mackerel and arctic char—soften skin and aid in healing eczema, psoriasis and wounds. They also balance sebum production in the skin. Internally, they increase HDL

(good) cholesterol. Meanwhile, omega-6 fatty acids, also known as gamma linolenic acid, keep skin moisturized.

GOOD SOURCES OF ESSENTIAL FATTY ACIDS: fatty fish, flaxseed, walnuts, soybeans and tofu

6. FIBER

Fiber helps your body flush toxins and other unnecessary baggage. Fiber also helps lower LDL (bad) cholesterol levels. Cholesterol problems often become visible as yellow bumps on the skin above or below the eyes.

GOOD SOURCES OF FIBER: whole grains, vegetables, oatmeal and nuts

7. WATER

Water may not be the first thing that pops into your head when you think of anti-aging skin care, but trust us, water plays a major role. Have you ever noticed how your skin looks dry, dull and flaky when you're dehydrated? You may also notice that fine lines and wrinkles become more prominent. "As we age, our

cells tend to have weaker membranes that can't optimally regulate the amount of water held inside each cell," explains board-certified dermatologist Howard Murad. "As evidence of the progress from hydration to dehydration, consider the fact that when we are babies approximately 75 percent of our bodies are water. By the time we reach middle age our bodies' water content can be as low as 50 percent. And as with almost every change in overall health, age-related changes in hydration are evident when we examine our skin. While children rarely need a moisturizer, it seems no one over 30 can live without it."

So how much water do you really need on a daily basis? Here's an easy formula to remember: The amount of water you drink in ounces should be about half your weight in pounds. So if you weigh 140 pounds, you should drink about 70 ounces of water—that's about 8.75 glasses of water a day. Of course, this will vary according to how much you exercise and perspire. Another way to monitor whether you're adequately hydrated is to check your urine color. Light yellow, like the color of lemonade, means you're getting an adequate amount. Dark yellow, like the color of apple juice, means trouble.

Skin Care Supplements

Nourishing our bodies on a cellular level is the key behind radiant, youthful-looking skin, and the most effective way to do that is by eating a well-balanced diet. Unfortunately, a great majority of us don't get

the daily requirements or recommendations for all the nutrients our bodies need. This is where nutritional supplements can help.





5 Unlikely Foods (and Drinks) That Slow Down Aging Skin

1. EGG YOLK

For those who refuse to eat the yolk in their sunny-side ups, this might change your mind. "Egg yolks are rich in lutein, which protects skin from sun damage," says Kelly Plowe, M.S., RD.

2. POMEGRANATE

"They're a favorite of one of my mentors, Dr. Murad, who educated me on the power of ellagic acid, another source of polyphenols and a potent antioxidant found in the fruit," Dr. Magovern remarked.

3. TOMATO AND GRAPEFRUIT

According to Plowe, these juicy fruits are loaded with lycopene, which, like lutein, helps protect skin from sun damage.

4. COFFEE

"Yes, a 2015 study in more than 130 women found that drinking coffee may help protect the skin from aging and that the polyphenols, which are found in coffee, may help to reduce skin hyperpigmentation," says Plowe.

5. GREEN TEA

It's another antioxidant that can help prevent and reverse the signs of aging and maybe even help prevent certain skin cancers. "Studies show that you need to drink a lot of it in order for it to make a positive effect on your skin," says Dr. Magovern. "But the science and research backs its benefits."

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