



VIVANT®

JAMES E FULTON, MD, PHD

WHAT TO EXPECT

Your Questions About Transformative Skin Care Answered

What's Your Regimen?



To enhance and support the results of your at-home regimen, we recommend regular visits with a skin care professional in the Vivant network. A professional can perform treatments like the Vivant ProPeel™ for rapid rejuvenation with no downtime. Your esthetician will also provide a regular assessment of your skin condition, personalized guidance, and answers to your skin care questions to help you meet your long-term skin care goals.

4-Step Regimen

STEP 1: Cleanse

Cleanse AM and PM to remove pore-clogging oil, dirt, makeup, and/or acne-causing bacteria. Using a dime-size drop of cleanser, gently massage the surface of your skin with fingertips. Rinse well.

STEP 2: Refine and Prep

Don't skip the toner. Vivant toners exfoliate dead skin cells and remove any film left behind by cleansers to refine and prime skin for better absorption of corrective serums.

Start every other night by applying toner to a cotton pad and wiping the entire face. By week 2, toner may be applied twice daily (AM and PM), if tolerated. Avoid eye area.

STEP 3: Correct and Repair

Vivant corrective serums accelerate cellular turnover and boost regeneration, revealing smoother, clearer, brighter skin.

We recommend using Vivant retinoid and benzoyl peroxide corrective serums in the PM. All other corrective serums may be used in the AM or PM.

To minimize acclimation effects, start by using your corrective serums every other day. Use fingertips to apply a nickel-size drop of serum to entire face

Never spot treat. Avoid eye area.

STEP 4: Hydrate and Protect

Replenish skin hydration by applying a Vivant moisturizer plus a Vivant SPF daily to protect from the damaging effects of UV radiation.

Reapply SPF frequently during outdoor activities.



Action vs. Reaction

Vivant is a dermatological line. Our products are formulated with transformative ingredients that meet the highest USP (United States Pharmacopeia) standards, so when you use them, you will see and feel the difference. Sometimes those changes can be confusing but don't mistake action for reaction. The changes you see in your skin are the sign that your products are working. We'll walk you through some common questions.



Synergize to optimize.

Using Vivant products for all four basic regimen steps will bring greater results than the use of any individual product alone.

THE RULE OF 30

In an ideal world, you would drop all other products and only use Vivant for 30 days. After that, you'll never look back.

Why 30 days? Because that's the natural skin cell cycle, making it the optimum amount of time to see your best results. It allows time for your skin to acclimate to the products and for anything that may have been brewing under the skin prior to starting your new regimen to come to the surface and be cleared away.

Why only Vivant products for the 30 days? Because this allows you to take full advantage of the synergistic effects of a Vivant regimen. Sticking with Vivant products for 30 days, avoids incompatibility with other products that may have pore-clogging ingredients.



DON'T
FEAR
THE
FLAKE.

WHAT IS ACCLIMATION?

When you first begin using a dermatological product, your skin will go through a period of acclimation as it adjusts to the new ingredients. The skin may appear rosy and pink. There may be some dryness, tightness, and itching, as well as some light flaking or exfoliation. That's desirable. These are the signs of cellular regeneration and real change in your skin. You will not see the desired results without some of these signs of acclimation occurring. If, however, your skin is stinging or inflamed, reduce usage to once a day every other day and gradually ramp back up to daily usage.

Within 4 to 6 weeks, the signs of acclimation will disappear while firmness, texture, and tone are improved.

WHY IS MY SKIN FLAKY?

Vivant products are formulated with ingredients that accelerate cell renewal and create the exfoliation that's crucial for generating healthy new cells, clearing impactions, lifting excess pigment, and diminishing fine lines. The natural cycle as skin cells mature, rise to the surface, and are shed away, takes about 30 days. The patented ingredient in Vivant's Retinyl Propionate therapies, accelerates the process to about 14 days. Our Clinical Mandelic Acid serums are also formulated to lightly exfoliate and gently accelerate cell turnover. Benzoyl Peroxide is a keratolytic agent, which means it creates a controlled peel in the skin, a necessary component in clearing and retexturizing. What all these cell regenerators have in common is the rapid renewal that results in the flaking that you see. It's the sign that your products are working. Don't fear the flake.

WHY AM I BREAKING OUT?

When you experience a breakout after using a Vivant product that is designed to accelerate cell turnover, the breakout is not the result of the product, but rather, the result of cell turnover drawing out comedones that were already forming under the surface.

MY DARK SPOTS SEEM TO BE GETTING DARKER. IS THIS NORMAL?

Excess pigmentation gets removed from the surface of the skin in much the same way that pimples do. The pigmentation forms in the deeper layers of skin, and as we exfoliate and stimulate cell turnover, the pigment rises to the surface and eventually sloughs off. With melasma, it can take four weeks to begin to see a difference. Be patient.

HOW LONG DOES IT TAKE TO SEE AN IMPROVEMENT IN MY SKIN?

Some people see a difference in as little as a week. Depending upon the extent of the damage to your skin, it may take 3-4 weeks. Because a complete cell cycle takes about a month, we always recommend waiting at least that length of time before evaluating your results. Don't give up. Be consistent with the use of your products. If you are not consistent, you will not see the results you're seeking.

JUST ABOUT EVERY GOOD THING YOU
WANT TO SEE IN YOUR SKIN BEGINS WITH
EXFOLIATION.

**IF MY SKIN IS DRY, WILL EXFOLIATION
MAKE IT DRIER?**

When dead skin cells build up, they block the moisture barrier, making fine lines appear more visible, and keeping your products from delivering their effective ingredients. Exfoliating removes the dead skin cells allowing moisture into the skin and enhancing the absorption of products. More exfoliation equals more moisture and better results from products such as retinoid correctors, sun protectors, and hydrators. Using products immediately after washing will also help to seal in moisture. If you find your skin is excessively flaky during this process, use one of Vivant's exfoliating scrub cleansers to help loosen and lift the flakes.

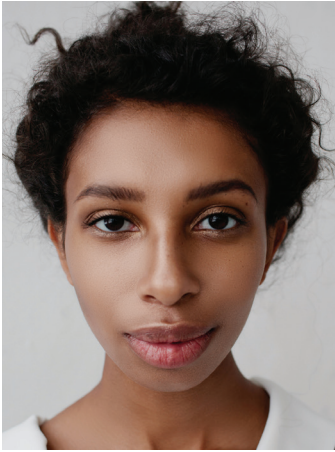
People with very dry skin will exfoliate faster and notice improvement sooner than people with oily skin because they have more dead skin cells on the surface of the skin.

DOES MY SKIN BECOME IMMUNE TO PRODUCTS AFTER IT BECOMES ACCLIMATED?

No. The fact that you don't see the same reaction you did initially doesn't mean that the product has stopped working. It means that you have reached optimum product benefit. Acclimation is maintenance mode. You've hit the peak. Your skin continues to benefit from the product.

SHOULD I SWITCH TO ANOTHER PRODUCT ONCE MY SKIN BECOMES ACCLIMATED?

Certain ingredients — antioxidants, emollients, sunscreen — don't require acclimation in the skin and therefore, don't reach that maintenance plateau. With some, like retinoids (Vitamin A) or alpha-hydroxy acids that do have an acclimation period, you can move to the next level to push your results further, or stay where you are to maintain your progress.



Consistency is Key

- Do not use products for at least one week prior to waxing and 48 hours after waxing. If you are using retinoid products, do not wax because you risk damaging the emerging layer of regenerating cells.
- Be consistent. If you don't stick to your program consistently, you will not see the desired results.
- Do not spot treat. Spot treating allows acne bacteria to continue to grow in surrounding skin, making future breakouts worse and increasing the risk of scarring.
- Use Vivant Day Treatment Lotion SPF 15 or Mineral Sunscreen SPF 30 daily to protect against age-accelerating UV damage and the risk of skin cancer. Wear a hat if you're going to be out in the sun.

OUR FOUNDER, DR. JAMES E. FULTON

Dr. Fulton's journey began as a desire to end his own battle with acne and grew into an obsession that propelled him to the forefront of dermatological progress. The name of James E. Fulton Jr. MD, PhD, would undoubtedly appear on every dermatologist's list of leading innovators in skin care.

THE VIVANT FORMULA-FIRST™ PROMISE

Only the highest quality ingredients.

Formulated to be non-comedogenic and optimize potency and delivery.

Maximized to work from the skin's surface to cellular level, making real transformation possible in all skin tones and types.

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www.vivantskincare.com



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