

the Whole Skin Approach GUIDEBOOK



*a comprehensive guide, expert insights and practical tips
curated by jennie fresa*

ESTHETICIAN AND CERTIFIED HEALTH COACH BY THE INSTITUTE OF INTEGRATIVE NUTRITION

DISCLAIMER

This ebook and the content within is for educational purposes only and does not take the place of advice from your medical professional. The information presented in this ebook may not be used to diagnose, treat or cure any disease. All specific medical questions should be presented to your own health care provider.

meet Jennie

Jennie received her skincare and makeup certification at the Institute of Aesthetic Arts and Sciences in Southbury, CT in 2000, and went on to spend a majority of her career working for Trish McEvoy in NYC. Here, she gained valuable experience doing makeup at Vogue's annual Met Gala, collaborating on various editorial photo shoots, and eventually finding her niche in bridal beauty.

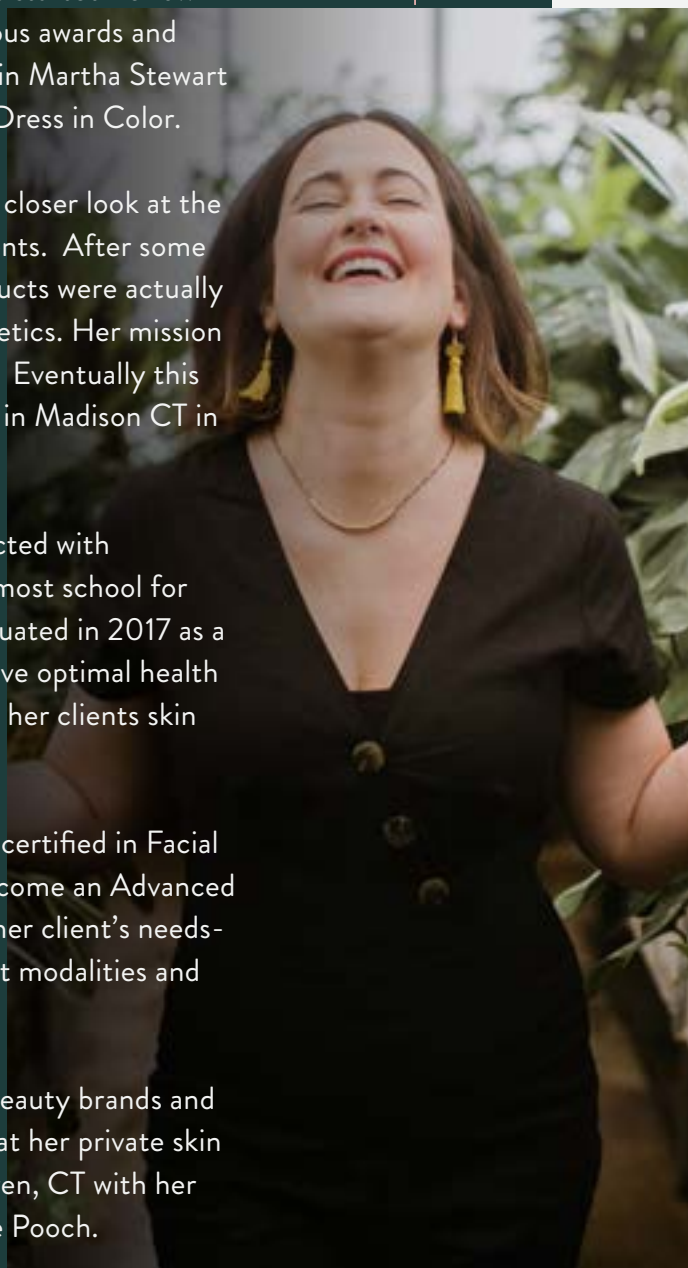
After meeting her husband and moving back to CT in 2008, she started her own Traveling Bridal Beauty Team. Jennie and her team won numerous awards and were featured on many wedding blogs. Her work was published in Martha Stewart Weddings and in the inspirational coffee table book, *The White Dress in Color*.

Soon after launching her bridal business, Jennie started taking a closer look at the products she was personally using and recommending to her clients. After some further research, she discovered many ingredients in these products were actually cancer-causing chemicals, reproductive toxins and unsafe synthetics. Her mission to educate women on healthier cosmetic choices grew stronger. Eventually this led to her opening the doors to her brick and mortar store + spa in Madison CT in 2012.

After years practicing traditional esthetics and feeling disconnected with mainstream skin treatments, Jennie enrolled at the world's foremost school for holistic health, The Institute for Integrative Nutrition. She graduated in 2017 as a Certified Holistic Health Coach. Eager to help her guests achieve optimal health from the inside out, she revised her offerings and began treating her clients skin with an entirely new "whole skin" approach.

In 2018, she attended the Green Beauty Academy and became certified in Facial Gua Sha. Jennie also studied at Jem Aesthetics Academy to become an Advanced Holistic Therapist to confidently customize each treatment for her client's needs- physically, emotionally, mentally and spiritually- through ancient modalities and Ayurvedic practices.

Today, Jennie happily curates a collection of noteworthy clean beauty brands and treats individuals to holistic facials and natural brow restoration at her private skin + brow studio in Madison, CT. Jennie currently lives in New Haven, CT with her husband Doug and their rescue pets- Miss Kitty and Winnie the Pooch.



WELCOME

Welcome to the “Whole Skin” approach.

I’m so glad you made the choice to show up for life in a new, healthier way.

Congratulations! You’re ready to create a tailored lifestyle and radiate beauty from within. Get ready. You’re about to undergo a transformation that begins with rethinking your standards for beauty.

I wrote this e-book to challenge your views on conventional beauty methods and the societal norms around nutrition, lifestyle and the use of traditional beauty products. I also wrote it to assist you in living the vibrant, happy + healthy life you deserve.

When it comes to good health, what you put on your skin can be as important as what you put in your mouth. We tend to forget our skin is a two-sided organ, our largest organ of all, and deserves to be treated respectfully for its daily role in protecting us.

Let’s honor our skin by taking the whole skin approach.

Jennie

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INTRO

the Whole Skin Approach

THE WHOLE SKIN APPROACH IS BASED ON 5 PILLARS

- 1 - Lifestyle
- 2 - Stress
- 3 - Movement
- 4 - Nutrition
- 5 - Environment

The beauty industry can be very misleading. Trust me, I've been working in the industry for over 20 years and I have seen everything from false claims to straight up lies when it comes to selling cosmetics and treatments. Furthermore, we live in a society that needs reform on how we view beauty ideals. Let's normalize positive self-talk beginning in childhood so young people grow up embracing their uniqueness and loving themselves. To me, a confident person is a beautiful person.

In recent years of owning my beauty business and in developing close relationships with my dear clients, I also see a need to remove the use of "anti-aging" in beauty marketing. Don't get me wrong, like you, I also desire to look and feel good. But, isn't aging a gift? The alternative doesn't look too good. Isn't having the wisdom that comes with being older a beautiful thing?

If you ever felt betrayed by the beauty industry, misled by fad diets and calorie counting, pressured into buying topical products or treatments for quick fixes and feel exhausted by all the external pressures to look your best, then you're ready for this transformation! I'm so excited to tell you about the whole skin approach.

The concept of the "whole skin approach" came to be after graduating from the Institute of Integrative Nutrition in 2017. Here, I learned about bio-individuality as well as primary and secondary foods.

Bio-individuality is the idea that there's no one-size-fits-all approach to health and nutrition. Instead, we're all unique in our biological makeup and requirements. Each person has their own specific nutritive and health needs, as well as routines, practices, and preferences that work for them. For example, the foods that sustain me throughout the day, the exercises that work for my body, and the coping mechanisms that help me fight stress will likely vary from those that work for you. In short, our bodies react differently to various foods and habits.

Primary Foods are areas of your life that contribute to your overall health beyond the foods on your plate. They include areas of exercise, sleep, relationships, careers, spirituality, etc. These areas are important in maintaining overall happiness and health so it's important that we pay special attention to any area that may be out of balance. Secondary foods, of course, are those found on your plate-- the delicious, whole, nutritious foods. Nutrition can be one of the most powerful tools in your quest for radiant beauty so I have dedicated an entire chapter just to nutrition.

Lastly, we have Frequency. Our skin is influenced by energy. Water has the ability to be manipulated by energy. Water is everywhere; within us, in our products and in our food. There is indeed a connection between energy and our approach to skin health. We will explore this concept through facial modalities such as Gua Sha, Dry Brushing and Massage.

The whole skin approach embodies all of the above. By paying closer attention to these areas collectively, you can achieve optimal health and radiant beauty that is not only extremely healthy but sustainable too.

APPROACH THE
01 WHOLE
SKIN

pillar one
LIFESTYLE

HOW HEALTHY HABITS EFFECT OUR SKIN



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SLEEP

BEAUTY SLEEP IS REAL

It goes without saying, lack of sleep is terrible from a beauty perspective. The truth is poor sleep is also linked to many health conditions and is the keystone to our overall health. To name a few of the conditions:

- Mood swings
- Metabolism imbalance
- Leaky gut
- Hormonal imbalances (leading to weight gain)
- Inflammation (which leads to the likeliness of chronic disease)
- Brain fog and memory loss
- Decreased immune function and ultimately a shorter lifespan

Let's break this down a bit. Here's what happens when we sleep soundly: Our body gets to work on producing hormones, repairing our muscles, and warding off inflammation. The brain restores key amino acids and chemicals that we need when under stress. The parasympathetic nervous system shines during sleeping hours. The list goes on. The point is, we need to make SLEEP more of a priority in order to live longer.

QUICK DEFINITION OF THE PARASYMPATHETIC NERVOUS SYSTEM

The parasympathetic nervous system is responsible for the body's rest and digestion response when the body is relaxed, resting, or feeding. It basically undoes the work of sympathetic division after a stressful situation.

better SLEEP TIPS

WHEN WE SLEEP OUR BODY GETS TO WORK ON PRODUCING HORMONES, REPAIRING OUR MUSCLES, AND WARDING OFF INFLAMMATION.

01

SET A ROUTINE BY GOING TO BED AND WAKING UP AT THE SAME TIME EVERY DAY

Start with 7-8 hours, and work your way back from whatever time you need to get up for the day. You can always adjust based on what feels best to you, but try this for a few weeks first to get a good baseline. You can even set an alarm to help remind you it's time to start winding down for the day.

02

CREATE A WIND DOWN HOUR TO GET READY FOR A GOOD NIGHT'S REST

My bedtime is 9:30-10pm because I like to wake up between 5:30-6am. So my wind down hour starts around 8:30pm. I use this time to unplug from my devices and all UV lights, including TV. For me, it's a good time for a hot bath, my evening skincare ritual, a hot cup of tea, essential oils and reading in bed.

03

DON'T EAT ANY FOOD OR DRINK ALCOHOL FOR AT LEAST 2-3 HRS BEFORE BEDTIME

Using my timeline above, this means I don't do any snacking after 7pm. This is difficult but I have found that it makes a huge difference in the quality of my sleep. Things like wine and chocolate are sleep disruptors so if you're having a treat, make sure it's a few hours before bedtime.

04

INSTALL BLACKOUT CURTAINS OR USE A SLEEP MASK

A dark + cool room is essential because in order to fall asleep we need to produce melatonin and our body knows to produce this only when there isn't any light.

05

STAY AWAY FROM CAFFEINE LATER IN THE DAY

Every person's genetics are a little different in how we process caffeine, so while a cup or two might work great for one person (and not interrupt their deep sleep cycles), for most people even that is too much. Try herbal teas in the afternoon and evening.

06

LIMIT BLUE LIGHT EXPOSURE

Blue light stimulates the production of cortisol (which keeps you awake longer), and suppresses the production of melatonin (which aids in sleep). So turn off Netflix at a somewhat reasonable hour and I repeat: step away from your phone (mine has a bedtime) and computer (make work boundaries for yourself).

07

QUALITY SHEETS AND PAJAMAS

Okay, so I know this is a little indulgent, but I swear it helps. And, you don't have to splurge. You can find 100% cotton or linen sheets and pajamas at all prices. I also like to use a "satin" pillowcase for less abrasion on my face and friction on my hair.

08

CREATE A SLEEP SANCTUARY

You'll want to look forward to sleeping. In order to do that, you need to create a sanctuary. In addition to the nice sheets, I like to use a diffuser in my bedroom. Lavender essential oil is very calming and aids in better sleep when inhaled or rubbed on the bottom of your feet. Sometimes, just having a clean and tidy room is all you need.

09

HAVE A SLEEP RITUAL - MASSAGE

Studies have shown that self massage or massaging someone else's feet for only 3 minutes makes for a better night's rest. This act feels good but it's also very grounding and the perfect way to end a day.

PRO TIP

NO PHONE ZONE

My bedroom is a **NO PHONE ZONE**. Research has shown that radiation from cell phones could be detrimental to your health, linking it to changes in brain metabolism and cancer.

If you need to sleep with your phone nearby, try switching it to "airplane mode" and give it a sleep time. My phone automatically locks from 7pm to 7am. This is a suitable amount of time to check out.

“SLEEP IS
THE BEST
MEDITATION”

DALAI LAMA



APPROACH
02
THE WHOLE
SKIN

pillar two
STRESS

IT'S ONE OF THE BIGGEST CULPRITS TO HOW
OUR SKIN FUNCTIONS



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SIMPLE ACTION STEPS



When our bodies get stressed, a hormone called cortisol is released. Cortisol is in charge of our fight or flight response and regulates how much adrenaline to secrete - and the more danger our bodies sense, the more is released.

01

Eating
whole foods

02

Drinking more
water

03

Moving your
body

04

Learning how
to sleep better

05

Taking care
of yourself
guilt-free

“

“Every day brings a
choice, to practice
stress or to practice
peace.”

JOAN
BORYSENKO

favorite

STRESS-RELIEVING ACTIVITIES

TIP 01

ME TIME. I'm an introvert so having time to myself helps me recharge. Get to know yourself and what works for you. If you're more extroverted, maybe it's a date with girlfriends that makes you feel better.

TIP 02

CLEARING RITUALS like burning palo santo or sage is also a great way to shift your mindset and clear any negative energy.

TIP 03

JOURNALING. This is one of my morning rituals but you can do it whenever it's right for you. I like to start each day with a gratitude prompt– 3 things I'm grateful for today.

TIP 04

WALKING OR RUNNING. Moving our body is KEY to lowering stress. Start by creating a habit that works for you. For example, I like to walk for 30 minutes 5 days a week. In addition, I try to get my heart rate up at least 2 or 3x a week.

TIP 05

TAKE A CLASS. This can be creative (art) or exercise (yoga or spinning). Community and connection matters and plays a vital role in our overall health.

TIP 06

TAKE BATHS. There are SO many benefits to taking a hot bath with essential oils and epsom salts. Aim for at least 15 minutes at least 1x time a week.

TIP 07

SELFCARE. Try doing a face mask or dry brushing 1x a week.

TIP 08

SELFCARE can also mean seeking a Therapist, or snuggling with a pet.

TIP 09

LISTEN TO MUSIC AND HAVE A DANCE PARTY. Try to be mad after you dance!

TIP 10

TREATMENT. Book a monthly wellness treatment like a massage or a facial, or a manicure/pedicure

JOURNAL PROMPT

IF YOU DECIDE TO GIVE JOURNALING A TRY,
USE THESE QUESTIONS AS PROMPTS

WHAT IS FEELING GOOD
RIGHT NOW?

WHAT ISN'T FEELING TOTALLY
ALIGNED ANYMORE OR WHAT
DO I WANT TO LET GO
OF THAT'S NOT SERVING
ME ANYMORE?

FOR SETTING INTENTIONS, TELL
YOURSELF:

- This is where I want to go
- This is what I want to create
- This is how I want to feel as I do it

TODAY, I AM GRATEFUL FOR:

- 1.
- 2.
- 3.

quick notes

Lastly, let's chat about adaptogens. They are a simple, yet powerful addition to a healthy, whole food diet and the perfect way to protect your body from the not-so-pretty effects of stress.

HOW TO USE IT: There are several helpful adaptogens that work to support your stress response, but my favorite one is Ashwagandha because of its huge body of research.

This antioxidant rich root can be used daily in a capsule or powder form to help combat stress so your body can focus on more important stuff. It can also be used topically by making a paste with aloe vera and turmeric as a spot treatment for blemishes.

Additional stress relieving, skin nourishing adaptogens are maca root, ginseng, moringa and Rhodiola rosea.

PRO TIP

SET BOUNDARIES

This includes setting boundaries with friends, family members and work colleagues. Over the years, I have learned the virtue in saying NO more often and learning how to not explain my reasoning.

I also set aside one day a week for zero commitments. I understand this may be challenging with family schedules (organizing children's activities, for example). Instead, you can pick one day and have a two- hour "ME TIME" where no one can interrupt you.

APPROACH
03
THE WHOLE
SKIN

pillar three
MOVEMENT

YEP, SWEAT = GOOD SKIN



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movement

Workouts and sweat activities of all kinds are amazing for blood flow and for getting our lymphatic system cranking - both of which help the body process and get rid of some of the unavoidable toxins from our food, environment and water.

For me, movement has always been a challenge because I don't enjoy working out. By trial and error, I have found that taking a 30 minute walk daily (5 days a week), feels good and works for me. You want to find something with which you can stay consistent. In addition, I will take a few moments each day to stretch my body. That, and a couple of yoga classes here and there help me stay flexible, keep fit, and build muscle. You'll also want to get your heart rate up at least 3/x week with more rigorous activity. I use a home rebounder for this. Not only does it get my heart rate up, it also increases lymph flow which is essential for sweating out toxins.

TYPES OF EXERCISE TO CONSIDER

- Hiking, walking or running
- Sping class, Peloton or biking
- Dancing
- Yoga or pilates
- Martial arts
- Weight training
- Rollerblading
- Jumping jacks
- Sports; swimming, basketball or tennis, etc.

If your body is not able to do the above activities or if you're healing an injury, other methods for getting your sweat going like infrared, saunas wraps, soaking in some sunshine can also be majorly healing too, and help assist the body's natural processes.

CHECK OUT

THESE 7 APPS FOR A VARIETY OF FREE CLASSES

- MyFitness Pal
- FitOn Workouts
- Daily Burn
- Google Fit
- Freeletics
- AllTrails
- Daily Yoga - Workout + Fitness

PRO TIP

DRY BRUSH 1x/WEEK

DRY BUSHING BENEFITS

- Stimulating the lymphatic system
- Exfoliating the skin
- Helping the body rid itself of toxins
- Increasing circulation and energy
- Exfoliation
- Helping to break down cellulite

“MOVEMENT IS A
MEDICINE FOR CREATING
CHANGE IN A PERSON’S
PHYSICAL, EMOTIONAL
AND MENTAL STATES”

Carol Welch

APPROACH
04
THE WHOLE
SKIN

pillar four
NUTRITION

BEAUTY FROM THE INSIDE OUT



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NUTRITION

FOOD = INFORMATION

FOOD IMPRINTS OUR CELLS WITH INFORMATION

- Healthy food - cells work properly
- Unhealthy food - poor cellular function that can damage the body, such as inflammation
- Chemicals, additives and toxins can change cell function

What you see and feel on the outside is often a reflection of what's going down on the inside of your body. If you're still struggling to find the skin of your dreams, you may need to dig a little deeper and work to support your skin from the inside out.

Nourishing your beautiful body with real food nutrients is an important piece of the skin puzzle and we'll get there, but there may be more to discover.

Let's start with the basics of eating clean and what it means.

CLEAN EATING 101

According to author and holistic health coach, Terry Walters, "eating clean is about being empowered with knowledge, making the best choices that we can, going easy on ourselves, and doing the best that we can do from day to day."

The basis of clean eating is consuming primarily whole, unprocessed food. The official "Clean Eating" movement started in the 1960s when processed food was banned for moral reasons, not health reasons.

The movement has evolved, and clean eating is now very individualistic – it means different things to different people. However, all followers of this approach agree that processed foods are not included. Eating clean revolves around maintaining a balanced and personalized diet of fresh, unprocessed food including fruits, vegetables, grains, healthy fats, and some meats, fish, and dairy.

So what's the point of eating clean? Besides the moral and mental boost, many advocates are seeking clearer skin, weight loss, increased energy, stronger hair and nails, improved mental health, and better sleep. Rather than simply going on diets, these individuals are often making sustainable lifestyle shifts when they choose to eat clean.

“

CHECK OUT TERRY'S BOOK

Clean Start

Inspiring you to eat clean
and live well

Jennie Jessa

basic principles of CLEAN EATING

Nutrition can be our most powerful resource in looking radiant at any age.

One

KEEP IT WHOLE; STICK TO WHOLE FOODS

Those that occur in nature and don't go through a lab or another manufacturing unit. Examples include fresh fruits and vegetables, grass-fed and free-range meats, dairy, whole grains, nuts, and seeds.

Two

GET IN THE KITCHEN

When you cook for yourself, you're almost guaranteed to up the nutritional value of your food. Restaurant food is more processed, less fresh, and often overseasoned. Keep it simple and then build your repertoire as you learn more.

Three

ELIMINATE REFINED SUGAR + CARBOHYDRATES

You'll want to remove white foods (like white sugar and white flour) from your diet if you're aiming to eat clean. This includes all standard desserts containing white sugar as well as white pasta, rice, bread, and pastries.

Four

MAINTAIN BLOOD SUGAR

If you ensure you eat whole foods every 3-4 hours, your blood sugar and mentality will remain stable. Avoiding spikes in blood sugar, irritability, exhaustion - that often lead you reaching for sugar, fat or caffeine.

Five

PROTEIN, FAT, + COMPLEX CARBOHYDRATES

Aim to get a serving from each group at every meal. This will create optimal blood sugar levels + stave off your cravings and brain fog.

Pro Tip

Swap out processed vegetable oils (like canola and soy) in your pantry for healthier cooking oils like organic unrefined coconut oil, grass-fed ghee or cold-pressed olive oil.

the CLEAN EATING *approach*

Emphasizes quality over quantity.

Not all calories are equal. When you stick to whole foods, you're much more likely to keep your caloric intake at an appropriate level for your body and maintain a healthy weight as a result. It's easy to eat your way through an entire bag of potato chips, but more than one or two apples would be laborious – see the difference?

Whole foods actually fill you up and fuel you, whereas empty calories – like those found in candy and chips – fill a mental craving, but don't physically fill you up. Your mindset will improve when you switch to whole foods since it's hard to feel guilty after filling up on genuine nutrients. Whole foods also regulate cholesterol levels and ward off cancer, dementia, and a plethora of other conditions. In addition, the higher content of fruits, vegetables, and grains keeps the digestive system in tip-top shape, which is essential to optimal health.

Eating whole foods ensures you

get adequate amounts of essential nutrients and minerals, like vitamin B12, magnesium, calcium, and more. Whole foods boast incredible nutrition profiles, and it's best to eat a wide range of all the recommended foods to ensure any nutritional void is filled. Sure, you could pop vitamins in pill form all day, but nutrients are much more available to you – and more readily absorbed – when consumed through food.

The way you do one thing is the way you do everything. If you take care of yourself by feeding yourself beautiful food, you're much more likely to engage in self-care such as exercise, meditation, baths, massages, and other techniques that make your life rich and vibrant. When you feel great, you're able to move through your days with joy and ease, creating and nurturing supportive relationships and a career you love. Eating cleaner is probably a principle that everyone could employ in some sense. How you define it personally is up to you.

the CLEAN EATING *approach*

Let's go a little deeper. The health of your gut and how it uses the nutrients you eat is at the root of what your skin looks and feels like. Working to optimize your gut health can be one of the most powerful steps toward the skin of your dreams and I've got a few simple tips to help you improve your gut health.

01

Slowly incorporate beneficial bacteria from fermented foods like sauerkraut, kimchi, yogurt or beverages like kefir or kombucha. Simply put, the “good” bacteria naturally present in these foods and beverages can help fight off some of the “bad” bacteria within your gut, creating a healthier, more balanced microbiome. Always start slowly with fermented foods.

02

Broth is a super nourishing food that can do wonders for intestinal health, providing gut-supportive amino acids like glycine, proline and hydroxyproline from gelatin that work to heal and seal leaky gut lining. These same amino acids promote collagen production - vital for beautiful, supple skin! A total win-win.

03

Check your hormones: If you've ever dealt with hormone imbalances, you know first hand just how interconnected your hormones are to your skin. Sex hormones like estrogen, progesterone and testosterone, play an important role in the appearance + feel of your skin and when they're balanced, can contribute to incredible skin health. Amino acids and fatty acids are the building blocks of many of our hormones so making sure to include high quality proteins and fats in your daily diet can help nourish your hormonal systems.

eat PRETTY PANTRY LIST

FOR A HEALTHY GLOW

Nutrition can be our most powerful resource in looking radiant at any age. Stock your pantry with these beauty foods and see for yourself how you will start to glow from the inside out. And, of course, don't forget to drink a lot of water. Staying hydrated is essential for good health, especially healthy skin.

- **ALMOND MILK (UNSWEETENED)** - healthy skin drink | vitamin E | boosts skin moisture
- **APPLE CIDER VINEGAR** - pH balancer; potassium | maintains pH balance
- **BEE POLLEN** - beauty food; enzymes | supports digestion
- **BUCKWHEAT** - youthful skin protector; rutin | decreases wrinkles
- **CHIA SEEDS** - omega powerhouse; omega 3's | strengthen skin cells
- **CHICKPEAS** - clear skin secrets; zinc | supports clear skin
- **COCONUT OIL** - metabolism booster; lauric acid | burns fat
- **FLAXSEED** - omega wonder; alpha-linolenic acid | reduces inflammation
- **GOJI BERRIES** - the youth fruit; glutamine | supports anti-aging hgh
- **HEMP SEED** - omega beauty love; gamma-linolenic acid | heals eczema
- **LENTILS** - protein powerhouse; folate | supports cellular repair
- **MILLET** - happy seed; tryptophan | supports mood boosting serotonin
- **OATS** - beauty minerals; manganese | supports healthy hair
- **QUINOA** - beauty protein; protein | aids in cell growth + repair
- **SARDINES** - big beauty; omega 3's | reduce inflammation
- **SEA VEGETABLES** - mineral magic; iodine | regulated metabolism

**Just add fruits and veggies (+ proteins if you like) to any of the above for a quick meal that supports radiant skin, hair and nails.*

Plus you'll always be in a good mood and maintain a healthy weight.

eat PRETTY PANTRY LIST

ANTI-AGING HERBS + SPICES

- **BASIL** - flavonoids protect cells
- **CARDAMOM** - relieves indigestion + detoxifies body
- **CAYENNE** - boosts immunity + curbs cravings
- **CINNAMON** - keep blood sugar steady
- **CLOVES** - aids in digestion
- **CUMIN** - good source of iron
- **FENNEL SEED** - a phytochemical that protects against UVB
- **GINGER** - relieves muscular aches + pains
- **MINT** - eases digestions
- **NUTMEG** - aids in restful beauty sleep
- **OREGANO** - antioxidant that is a cold-fighter
- **PARSLEY** - packed with iron and blood cleanser
- **ROSEMARY** - boosts mood + memory
- **SAGE** - regulates bile flow
- **THYME** - anti-inflammatory compounds
- **TURMERIC** - speeds healing and is anti-inflammatory

PRO TIP

To get a rough estimate of your daily water needs, divide your body weight in pounds by 2 for the approximate ounces you should drink per day. If you weigh 150 lbs, you'll need approximately 75 oz of water each day. While it's not necessary to drink more than 100 oz, remember that you'll need more if you use diuretics, exercise or lose a lot of sweat on a hot day, for example.

beauty BLACKLISTERS

Now, let's look at the flip side for a moment. What foods can cause your skin to react, freak out and lose its healthy glow? There are 3 main categories to avoid:

01

SUGAR

Sugar can be a major skin offender as it can create imbalances within your delicate hormonal systems leading to acne and other skin-related issues.

02

GLUTEN + DAIRY

Gluten + dairy may contribute to acne, "chicken skin" and other types of blemishes for those who are sensitive to these types of foods.

03

PROCESSED + FAST FOODS

Processed and fast foods, especially those that use processed vegetable oils, may cause imbalances within the skin as these types of foods contribute to poor cellular health and toxin overload.

PRO TIP

Become more aware of your daily sugar intake (think about packaged goods, drinks, what you add to your coffee/tea, etc.) and begin by swapping them out for healthier options like a bit of raw honey, pure maple syrup, raw coconut sugar and products using these sweeteners instead.

3 *delicious*

+ EASY BEAUTY FOOD RECIPES

OMEGA BEAUTY BITES

INGREDIENTS

Two 4-oz tins of skinless and boneless water-packed sardines, drained
2 tbsp vegan natural mayonnaise
⅛ tsp ground turmeric
⅛ tsp ground black pepper
2 tbsp minced fresh parsley
½ organic cucumber
3 sheets nori

INSTRUCTIONS

- 1 - In a medium bowl, mash the sardines with a fork. Mix in the mayonnaise, turmeric, pepper, and parsley.
- 2 - Cut 12 4-inch 10 cm matchsticks from the ½ of the cucumber and set them aside.
- 3 - Finely mince the rest of the cucumber and add to the sardine mixture.
- 4 - Place nori sheets on a work surface, shiny side down.
- 5 - Spread one-third of the sardine mixture over each sheet, leaving about 2 in on each side.
- 6 - Place 4 of the cucumber matchsticks lengthwise across the sardine mixture, roll tightly into a sushi-like roll.
- 7 - Seal each roll by wetting the seam and pressing down firmly. Using a sharp knife, cut each nori roll into 1 inch pieces, trimming off messy ends, and serve.

SOURCE - EAT PRETTY

Jelena Heart



3 delicious

+ EASY BEAUTY FOOD RECIPES

PEACE IN A CUP SMOOTHIE

INGREDIENTS

1 banana
1 cup almond milk
1 tbsp ground flaxseed
1 large handful of spinach or kale
1 cup of frozen berries
1/4 tsp cinnamon
Ice, optional

INSTRUCTIONS

1 - Place ingredients in a blender then serve.

SOURCE - G-GLO REBOOT

3 *delicious*

+ EASY BEAUTY FOOD RECIPES

RAW RED BEAUTY SOUP

INGREDIENTS

1 red pepper
3 medium-size ripened tomatoes
½ celery stalk
1 cup almond milk
¼ cup chopped sweet onion
1 tbsp nutritional yeast
¾ tsp himalayan sea salt
1 very small garlic clove
1 tbsp fresh lemon juice

INSTRUCTIONS

1 - Blend everything together in a blender until smooth and serve.

Just remember, none of this is about perfection!

PROGRESS OVER PERFECTION is my motto and I believe it'll encourage you as well. A healthy life is all about making intentional choices that allow you to think and feel your best and enjoying the little splurges when the desire arises!

For additional recipes and inspiration, my all time favorite cookbook is by Dr. Mark Hyman called "**FOOD; WHAT THE HECK SHOULD I EAT.**"

SOURCE - G-GLO REBOOT



"FOOD IS NOT JUST CALORIES;
IT IS INFORMATION

...WITH EVERY DISH PREPARED, SMOOTHIE BLENDED, OR
SALAD CREATED, YOU ARE UPGRADING THE QUALITY OF
THE INFORMATION YOU ARE SENDING TO YOUR BODY."

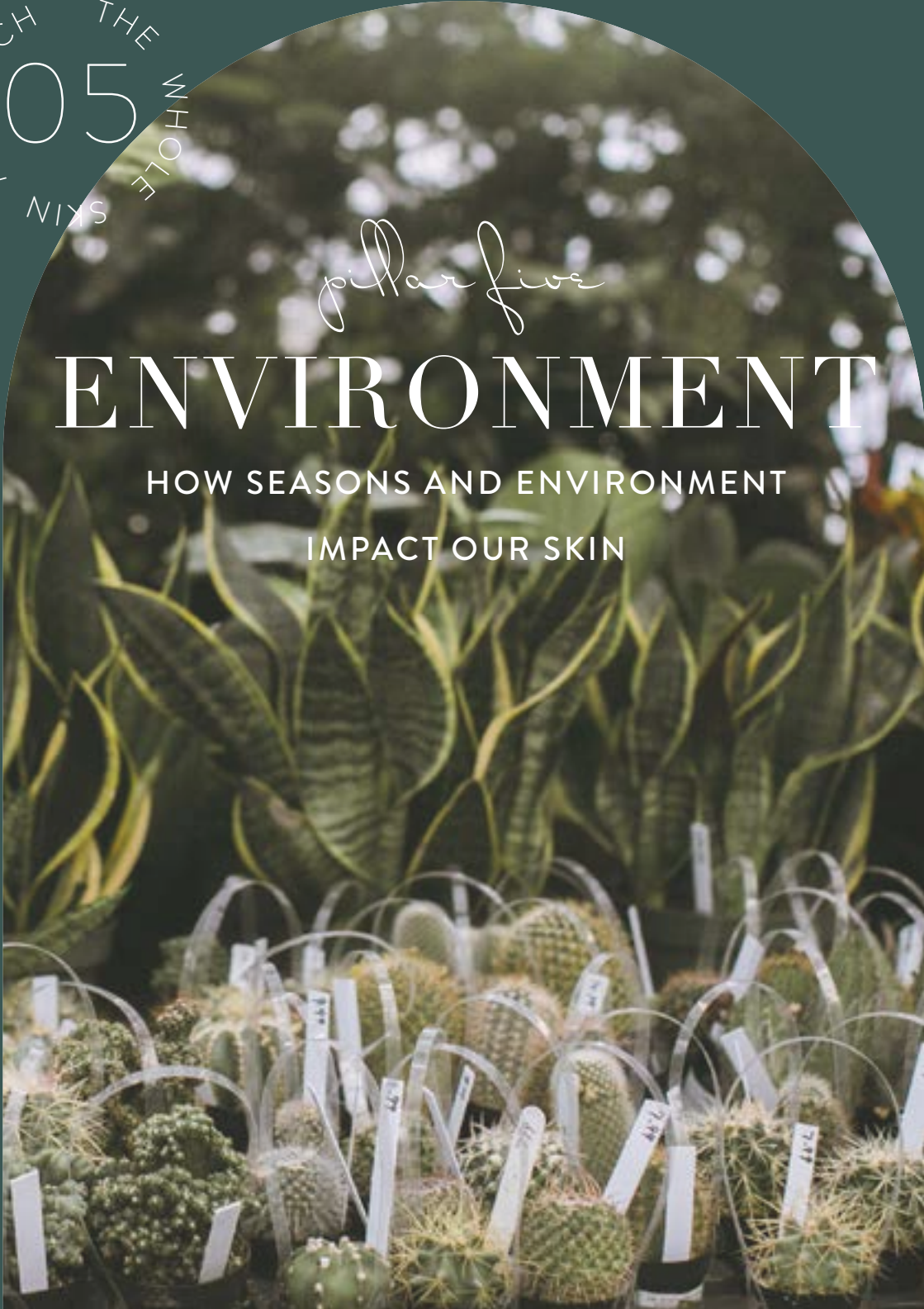
Alejandro Junger, Jr

APPROACH
05
THE WHOLE
SKIN

pillar five

ENVIRONMENT

HOW SEASONS AND ENVIRONMENT
IMPACT OUR SKIN



Jennie Fresa

ESTHETICIAN AND CERTIFIED HEALTH COACH BY THE INSTITUTE OF INTEGRATIVE NUTRITION

ENVIRONMENT

SEASONS

During every season, it's important to listen to Nature and our bodies to become aware of subtle shifts. The weather and the environment play a big role in our skin health. Maybe you noticed that in the dry winter, your skin becomes dehydrated and itchy...and in the warm, humid seasons, your skin feels more dewy and supple?

Becoming more aware of this season's skin connection allows us to care for our skin and bodies better. Below are some simple guidelines you can refer to when traveling and/or as the seasons change:

SPRING

Spring is the season of transformation. It's the best time to clean up your beauty routine. When cleaning out your beauty products, remember to read the expiration date. Read your labels (see below for list of ingredients to avoid) and throw out anything that is expired. In addition, if you have worn it in the last year, toss it. Practice less is more and find joy in the simple pleasure of an easy breezy beauty routine.

When the air is polluted, it causes free-radical damage to the skin. This is caused by cigarette smoke, city smog, exhaust fumes, dirt or dust. If you live in a city, there are some extra preventative measures you can take, like always cleansing morning and night. Topical antioxidants are really good too— add a Vitamin C serum to your routine. Sunscreen is also a must for UV protection.

SPRING RITUAL - KALI MUDRA

Mudra directs energy from the root up to the crown. Kali is the Goddess of Transformation and shows up with it's time to transform into a more honest version of yourself. This ritual also helps to break any blockages that may be dimming your glow.

Stand tall with your feet hip distance apart, grounded firmly on the ground and feeling the earth beneath you. (best to do this exercise outside, barefoot if possible).

Extend your arms straight up and interlace your fingers into a fist about your head. Reach just your pointer fingers upwards, keeping your other fingers laced together.

Hold this posture for 3-10 minutes. Deepen your breath and soften your jaw. Feel yourself become grounded; clear anything that is clouding your connection.

Repeat the mantra: "I free myself from critical thoughts towards my body and my worth" three times as you hold this position. Slowly release your arms and allow them to float downward.

SUMMER

Summer is the season of excess. Celebrate the sunny days and decadence of the season by wearing bright colored nails and toes. Choose clothing colors that make you feel vibrate from the inside out. Because the summer is a hot season, you will wear more sunscreen and inevitably sweat more. Look for plant oils that naturally nourish and protect your skin. For example, try red raspberry seed oil, carrot seed oil, avocado oil and pomegranate seed oil.

SUMMER RITUAL - BODY LOVE RUB

This ritual will infuse your entire body with nourishing and beautifying energy of love. Plus it will soften your skin, release your muscles, increase circulation and soothe your nerves. Use a natural moisturizer like coconut oil or shea butter.

After a bath, gently pat yourself dry

Starting at your feet, start rubbing the oil all over your body, telling each part of your body, "I love you".

"Feet, I love you", "ankles, I love you" and so on all the way to the top of your head. Even if it feels strange, keep going. Be generous and intentional with yourself.

End with the Lotus Mudra (hands in prayer, press pinky and thumb edges together and spread other fingers out like a lotus blossoming). Repeat the mantra three times.

AUTUMN

Autumn is the season of introspection, time to let things go, shedding. Just like in nature, the leaves are shedding off of the trees and the air is cooler. For skincare, I suggest layers, just as you would your wardrobe. The air is cooler and often damp, so it's ideal for skin having a natural, dewy-glow. Use pumpkin seed oil to renew and to help fade and repair summer sun damage.

AUTUMN RITUAL - SALT SOAK

This ritual can also be planned around the New or Full moon. Set up a sacred place for your ritual. Include favorite salts, dried herbs or flowers, essential oils, and a bowl.

Mix your salts and dried herbs together in your bowl.

Speak 3-5 clear intentions on how you'll integrate and share all that you have gathered from the past year. With each statement, splash your essential oils into the salts.

Then, take a full body or foot bath with your salts to integrate your intentions. Light candles, sip tea and make this a sacred moment. As you relax your body, sink deep into these intentions.

WINTER

Winter is the season of awakenings. The year is coming to an end and it's time to come together with friends and family to celebrate the season. Often we become over-extended, tired and exhausted so it's very important to prioritize self-care during this season. Do something simple for yourself like put some fresh flowers by your bed or book yourself a massage or take a meditation class.

WINTER RITUAL - FOLLOW YOUR COMPASS

This ritual will help you get to know and use your intuition. Find a time when you can devote one hour traveling wherever the wind blows.

BEGIN YOUR DAY WITH A JOURNAL ENTRY

- How does your intuition speak to you?
 - What do you feel?
 - How does this voice sound?
 - What sensations arise?
-

Then, with a clear connection to your intuition, gear up for a journey with no particular goal or plan. Walk, bike, or do whatever you see fit. Keep going and let your inner compass lead you to the next hour (or if possible, the entire day).

Let go of needing to know what comes next. Enjoy the ride and learn along the way. Once done, revisit your journal and write about how this time and experience has awakened your inner compass.

You also want to take into consideration your living environment and daily habits. **Below, I listed a few ideas for you to consider:**

EATING HABITS

Avoid cooking with electricity, especially microwave ovens. Convert to gas when practical.

RELATIONSHIPS

View everything and everyone you meet with gratitude. Do your best to be on good terms with people, especially your partner, parents, children, siblings, friends, and co-workers

Communicate with them regularly, either in person or via telephone or email. Consider who you are on bad terms with or who you would avoid if you saw them and take action to make amends. Live happily and focus on what is new and good.

HYGIENE

To increase your circulation, scrub your entire body with a hot, damp washcloth morning and/or night. Avoid wearing synthetic or woolen clothing directly on the skin. Wear 100% cotton clothing as often as possible. Do oil pulling a few times a week.

PRO TIP

Performing oil pulling is simple—you just put a tablespoon or so of oil (I use coconut oil) into your mouth, and move it around. To get the benefits, you need to keep the oil moving around your mouth for a long time—five to 20 minutes. According to Ayurvedic practices, that gives the oil enough time to draw out toxins and leave your mouth clean.

ATTITUDE

Give of yourself and your resources generously.

Live each day happily without focusing on your problems.

Hum or sing a happy song every day.

Foster a sense of humor.

Avoid chemically perfumed cosmetics + use natural toothpaste.

HOME PRACTICES

Keep your home in good order, including the kitchen, bathrooms, bedrooms, and living rooms. You are your home.

If possible, include large green plants in every room of your home and office to freshen and enrich the oxygen content of the air.

Minimize television watching, or at least keep a good distance away from the television.

Switch to low/no tox cleaning solutions including your laundry detergent.



SKIN HEALTH *and* SELF-CARE RITUALS

As I began diving deeper into the science of skincare after I graduated from esthetics school and began working with a very popular beauty brand, it became clear to me how intricately connected our entire beings are.

And for the first time, I started to question the quality of the products I had been using - on myself and on my clients. How could I continue to apply and recommend products that contained toxins on people who were trusting me with their beauty and overall well-being? If I wanted to take care of the whole person, harsh ingredients and harmful chemicals just didn't fit into my skincare protocol.

So I took a step back from the beauty brand I had been working with for several years and started using the most pure and natural ingredients I could find. I joined the Campaign for Safe Cosmetics and started researching ingredients everyday. And want to know what I discovered along the way?

I didn't have to sacrifice results (or my health) when I started treating the skin topically with real, recognizable ingredients. And my clients didn't have to sacrifice results either. I knew it would become my mission to start educating people around me—friends, family + clients— about my findings.

Jennie

three skin **LAYERS**

EPIDERMIS

This one layer is only about 1 millimeter thick but is actually composed of 5 specific layers. For the sake of this skincare guide (and your precious time), we'll stick to the **Stratum Corneum (SC), the outermost layer of the epidermis** - and the part of the skin that is most impacted by topical skincare products.

It may be tiny (thinner than a hair strand!), but it's tough. Being made up of proteins called keratin, it provides a **waterproof, protective covering** for the body. And while this layer of the skin is actually non-living, it's incredibly active.

The SC naturally sheds dead cells as brand new cells are formed in the deeper layers of the skin and move to the surface - replacing itself completely in about 28-37 days. However, this natural regenerative process slows... way... down... as we get older. **Proper support from topical skin care can help keep skin texture look refined, fresh and youthful.**

DERMIS

It's time to take our relationship with the skin past surface level. Meet the dermis.

This deeper layer of the skin sits just below the epidermis and makes up **90% of the skin** mass and physical strength. It's not only the source of **nutritional support** for the outer layer of skin (it's loaded with blood vessels and lymphatic fluid), but it's the home and manufacturing hub for collagen and elastin. These proteins and fibers create skin's resiliency, elasticity, strength, and youthfulness.

Healthy dermis = Healthy skin.

SUBCUTANEOUS

Last but not least, the Subcutaneous Layer (fatty layer).

This is the deepest part of the skin structure and **contains mostly fat** to help the body stay warm while keeping the skin intact with the tissues beneath it. This is also where the hair follicles take root and continue to rise up through the upper layers of the skin.

PRO TIP

Regular monthly or quarterly visits with your Esthetician can help you to treat the dermis layer of your skin via different advanced modalities and high performance products.

FIVE FUNCTIONS *of* SKIN

01

PROTECTION - Our skin literally holds us together. About 22 square feet of skin covers everything and ensures our internal organs + systems are safe and stay intact. It also acts as a defensive barrier to guard against chemicals, bacteria and other harmful substances while keeping in water and other necessary nutrients - helping to prevent dehydration, injury and sun damage.

02

SENSATION + TEMPERATURE REGULATION - Skin is packed with sensory nerves and receptors to recognize different temperatures, touch, pressure, and pain. The skin also helps to retain or release heat to keep the internal body temperature balanced and maintain homeostasis (see, sweating is actually a good thing!).

03

SECRETION - Skin produces sebum (a fatty substance that smoothes the skin + hair shaft) which acts as a natural moisturizer and protective barrier against bacteria. Sebum (aka OIL) production is actually a positive thing - I promise! But when out of balance, overstimulation of sebum often results in excess oil production + problematic breakouts, while lack of oil can cause dryness and sensitivities.

04

EXCRETION - This is one way the body removes waste, toxins, and harmful substances. If vital organs (like our liver and kidneys) are being overworked or overloaded with toxins from chemical-laden products, processed foods or artificial hormones, it relies on the skin for support in filtering out waste and toxins.

05

ABSORPTION - Topically applied products can actually penetrate past the skin barrier through the skin's layers, hair follicles or sweat glands. The composition of the product and the specific area of the skin to which it's applied can both affect the skin's ability to absorb and the product's capability to penetrate. Medical professionals even administer medicine topically through ointments or patches as they've found this method can boost efficacy - evidence that what we put on our skin truly does affect our overall wellness...

...In my opinion, categorizing your skin as a certain type can sometimes be limiting and even misleading. Instead, I prefer to think about different skin states which can vary depending on certain factors.

SKIN STATES CAN SHIFT DEPENDING ON:

- Diet changes
- Medication
- Sleep
- Stress levels
- Hormonal imbalances
- Seasons
- Climate
- Environment
- Age

Depending on your skin state, your AM + PM routine may vary. Below, I identified a simple AM + PM routine for just about every skin type.

SIMPLE MORNING SKIN ROUTINE

- Splash with water or toner **unless you are super oily or had a morning sweat sesh, then go ahead and wash in the morning too.*
- Treat with a targeted solution serum
- Hydrate
- Protect with SPF

SIMPLE EVENING ROUTINE

- Cleanse
- Tone
- Mask or exfoliate
- Treat
- Hydrate

A QUICK NOTE ON EXFOLIATION:

As a holistic esthetician, I take a more natural approach to treating the skin, exfoliation is part of the skincare that is often misunderstood and therefore, misused. Often, we mistakenly think that if it doesn't burn or tingle then it must not be working. Many of the mainstream treatments and products available are actually causing serious inflammation and skin damage by burning or scraping layers of the skin and wounding it. If you over exfoliate, you're actually weakening your skin's integrity by depleting nutrients at the dermal level. Trust me this is NOT good. I prefer to work with the skin (usually less is more) and to focus on feeding it nutrients and allowing it to heal and repair itself.

If you have ever had one of my facials you know how much I love using plant-based skincare and essential oils. By incorporating whole, unrefined plant oils, your skin is fed with the full range of benefits found in that ingredient. Instead of isolating a specific vitamin or nutrient, the entire plant profile (including vitamins, minerals, essential fatty acids, antioxidants, etc) creates a more potent + transformative skincare product.

essential OILS

Extracted from plants, EO's are potent and powerful in helping to heal the skin and promote overall health. Rather than using synthetic fragrances, experience the pure aromas as well as the added benefits of essential oils. Here are some of my favorite EO's and how to use them. **Always remember to mix your oils with a carrier oil prior to applying them to the skin and a patch test is always a good idea.**

LAVENDAR

Benefits include soothing burns, cuts and scrapes. It's also good for using on breakouts to cool inflammation and remedy underlying infections. It's a great choice for night time face oils and/or to simply use for calming + relaxation in bath soaks and room mists.

FRANKINCENSE

Great for sensitive, environmentally damaged or acne-prone skin. It reduces the appearance of stretch marks and fine lines.

EUCALYPTUS

A very refreshing oil that is great in diffusers for purifying the air. It's a natural antiseptic and makes a great addition to balms and salves to soothe insect bites and minor scrapes. Also a good spot treatment for breakouts.

PEPPERMINT

Great for boosting energy and uplifting moods. It relieves headaches and its cooling effect makes it ideal for a revitalizing foot or leg massage.

GERANIUM

Great for all skin types; balances hormonal health, boosts skin radiance and supports the release of emotional stress and tensions.

CHAMOMILE

The most soothing EO. It has a very calming effect and is beneficial for inflamed, sensitive skin. Brings feelings of peace and happiness.

SANDALWOOD

A very grounding aroma, good for stimulating the lymph system, soothing or moisturizing dry skin. Can also be great for lessening the appearance of varicose veins.

MY FAVORITE PLANT-BASED CARRIER OILS

- Rosehip seed oil
- Jojoba oil
- Pumpkin seed oil
- Coconut oil
- Vitamin E oil
- Grapeseed oil
- Red raspberry oil
- Tamanu oil

When our skin is given what it needs to be nourished, it's able to recognize + receive the nutrients and become self-healing, strong, and oh-so beautiful. BUT when the opposite is true, when we feed our skin with ingredients that are artificial and foreign to our cells, it puts a serious strain on our body and creates a toxic burden that can lead to inflammation, illness, and disease.

Conventional beauty + body products can actually be one of the biggest contributors to our toxic load.

Research shows that the average woman uses 12 different products with 168 ingredients every single day (that's a LOT of ingredients) -and the majority of these ingredients are made in a lab and are linked to allergies, infertility, autoimmunity, hormone disruptors, and disease.

TOXIC INGREDIENTS TO AVOID

Safe alternatives are available and there are easy steps you can take to reduce toxic exposure on your skin, in your body, in your home and for your family. The benefits? Expect to experience not only a positive difference in the health of your skin, but in hormonal health, energy, adrenal glands, PMS symptoms, and so. much. more.

FRAGRANCE

Known as the new second-hand smoke, this is one of the most toxic ingredients you'll find on any label (even on many "natural" products!). These engineered scents contain any combination of 3,000+ chemicals and are linked to SO many health conditions - including hormone disruption, kidney damage and skin sensitivities. Look for products made with ONLY pure essential oils so you don't have to sacrifice your favorite scents - or your health!

MEA, DEA + TEA

Monoethanolamine, Diethanolamine + Triethanolamine - These acronyms act as emulsifiers (prevents separation of ingredients) and surfactants (foaming agents). In my mind, any ingredient that needs an acronym on a product label is toxic material. Often found in cleansers, fragrances and makeup, they are linked to allergies, skin toxicity, hormone disruption and birth defects. Yikes.

PEG COMPOUNDS

PEG compounds have several functions in skincare such as humectants (attracts moisture), surfactants, emulsifiers and penetration enhancers (increases product absorption into skin). Sounds like all good things, right? Well, when these chemical compounds are contaminated with carcinogens, they actually help to carry these impurities through the skin (remember one of its functions: absorption!) - with the possibility of contributing to birth defects and infertility.

PHTHALATES

These plasticizing chemicals make products pliable and fragrances stick to skin, so we can smell good all day long. But with dangers of endocrine disruption, respiratory toxicity, birth defects and infertility, we don't want this sticking to our skin, ever. Look for these acronyms (alert!) on labels: DBP, DEHP, DMP, DEP. It's also commonly hidden under "fragrance" or "parfum" - remember, those are code words for "chemical cocktail."

RESOURCES

BELOW ARE A FEW GREAT RESOURCES TO
HELP YOU SWITCH TO SAFER COSMETICS

01

CHECK OUT EWG

My go-to for ingredient insight and safety. Not sure about a specific ingredient? The Environmental Working Group has a database of thousands of ingredients found in skincare to give you all the details on their health risks and hazards.

02

DOWNLOAD THINKDIRTY

This is the perfect app to have by your side when you shop. To find out whether your go-to products are safe or not, download Think Dirty's shop clean app on your smartphone. This easy-to-use resource ranks the safety of specific products on a scale of 0-10.

03

MY BLOG: JENNIE'S JOURNAL

jenniefresa.com

SKIN
BOOKS

Whole Beauty: Daily Rituals + Natural Recipes for Lifelong Beauty + Wellness
BY SHIVA ROSE

Skin Cleanse: The simple. All-Natural Program for Clear, Calm, Happy Skin
BY ADINA GRIGORE

Renegade Beauty: Reveal and Revive your Natural Radiance
BY NADINE ARTEMIS

Eat Pretty: Nutrition for Beauty Inside and Out
BY JOLENE HART

Plant-Based Beauty: The Essential Guide to Detoxing your Beauty Routine
BY JESS ARNAUDIN

IN CLOSING

the Whole Skin Approach

AS A HOLISTIC ESTHETICIAN, I HAVE TO TOUCH ON THE POWER OF PROFESSIONAL FACIAL TREATMENTS - AND THE POWER OF TOUCH!

I left behind owning a mainstream spa because I was feeling burnt out and deeply disappointed that, all too often, spa services were overindulgent or under- delivering, high profile or high priced, only reserved for special occasions or seen as superficial, or solely focused on fixing flaws.

But I've discovered that there's a movement of natural spas and skin professionals who are caring for their guests with truly non-toxic products and holistic massage techniques to support the whole person. And this makes my heart SO happy.

A professional facial offers tools, techniques, training and expertise that sometimes you just can't get from Google or YouTube. These skin professionals (myself included!) have committed their entire lives to studying and caring for the skin and are a wealth of knowledge and wellness to pour out on their guests.

I want to encourage you to establish a real relationship with your Holistic Esthetician and work together to maintain optimal skin health and minimize stress (one of the biggest contributors to skin conditions).

Did you know estheticians and massage therapists are some of the only paid professionals legally allowed to touch their guests on the first visit? Touch is vital to our overall well-being and with intentional touch points, varying levels of pressure and that simple human-to-human contact, this is one of the most healing aspects of a professional skin treatment.

ADVANCED MASSAGE TECHNIQUES

- Support strong skin tissue
- Expedite healing processes
- Boost overall immunity
- Can even release stagnant + blocked emotions

Look for facial services with a strong focus on massage modalities to experience the most healing benefits - skin, soul and spirit.

KEYWORDS TO SEARCH TO FIND A NATURAL SPA NEAR YOU

- Natural spa
- Gua sha
- Holistic facials
- Organic facials
- Holistic esthetician
- Non-toxic spa

And don't be afraid to ask questions.

Call and ask about what product line they use (get out your detective hat again!), what holistic techniques they incorporate and what certifications their estheticians hold.

When you invest in regular facials, you're investing in so much more than simply your skin health— your mental and emotional health, body and overall well being are all connected, and positively impacted.

**CHEERS TO YOU! CHEERS TO LIVING A BEAUTIFUL, HAPPY
AND HEALTHY LIFE!**

For more information on Jennie Fresa, visit: jenniefresa.com

For more information on Copal Care, visit: copalcare.com

references

Institute of Integrative Nutrition articles

Eat Pretty, Jolene Hart, page 61-72

Plant Based Beauty, Jess Audarin, page 72-80

Environmental Working Group <https://www.ewg.org/skindeep>

G-Zen, G-Glow Program Recipe page 19

Jem Academy for Holistic Skincare

Primally Pure Skincare Guide pages 42, 46, 29

The Moon Deck Guidebook, page 66, page 110