

ED's GUIDE

to

SKIN CONFIDENCE

8 WEEK SKIN TRANSFORMATION





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Eds Skin Journey

I'm Ed, founder of ed&i body.

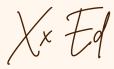
I grew up with a passion for adventure and the outdoors. This translated into a love of sports, where I competed in athletics throughout my childhood, competing at a national and international level. However, throughout my childhood and adolescence, I suffered from severe face and body acne, which I still have to manage to this day. Growing up with skin issues isn't always an easy ride when you are constantly reminded or bullied by others about your skin flaws, especially when it comes from your school crush. Over the years I have learnt to accept, invest, love and manage my skin. Your lifestyle plays such a huge role in the health of your skin. What you consume reflects out on your skin, so as much as topical products are beneficial, your diet and supplements play a bigger role.



My personal struggle with my skin and body confidence is the driver behind what ed&i now stands for. I set my mind to designing a transformative body care system designed to give every woman skin confidence. ed&i body is a complete skincare system that stays true to ed&i's trademark emphasis on high quality ingredients which are healthy, easy to apply and sophisticated. Our exclusive formulas will help restore your skin's natural feel and give you a youthful, radiance and healthy glow - freeing every woman to effortlessly embrace her most beautiful self.

ed&i has an ambitious and exciting life mission:

To empower and inspire skin confidence for all women through a transformative skincare system.







How can gut health effect your skin?

There is growing evidence to suggest that gut health can have a significant impact on the health and appearance of the skin. The gut and the skin are closely connected, with the skin often being referred to as the "third gut" due to its similar composition and role in eliminating toxins from the body.

When the gut microbiome is out of balance, it can lead to inflammation and immune dysfunction, which can trigger or exacerbate skin conditions such as acne, eczema, psoriasis, rosacea, and dermatitis. In addition, poor gut health can lead to nutrient deficiencies, such as vitamin D and omega-3 fatty acids, which are essential for healthy skin.

On the other hand, maintaining a healthy gut microbiome through a balanced diet, probiotics, and prebiotics can improve skin health by reducing inflammation, enhancing the skin barrier function, and promoting the production of collagen, which is essential for skin elasticity and firmness.

Overall, taking care of your gut health can have a positive impact on the health and appearance of your skin, and may help to alleviate or prevent certain skin conditions.



1. Always Remove Your Makeup Before Bed

To maintain fresh and healthy skin, it is crucial to adhere to a golden rule: always remove makeup before going to bed. This will ensure that there is no residue left on the skin that may clog pores or cause acne and other skin problems. By thoroughly cleansing your skin before bedtime, it will be able to breathe and rejuvenate overnight.

To achieve optimal results, it is recommended to use a dedicated makeup remover or facial cleanser that is specifically designed for removing makeup. This will help to ensure that all traces of foundation, lip color, and eye makeup are effectively removed. For my personal use, I rely on MORNING COFFEE on a daily basis. My skin responds positively to this product, and I prefer to dilute the exfoliating effect by applying a small amount of the scrub with a gentle touch instead of using it on dry skin.

2. You Really Are What You Eat

It is indeed true that you are what you eat, as the food you consume can either enhance or hinder your body's performance. For those seeking to maintain great-looking skin, good nutrition is the key. I have spoken about the effect of gut health on the skin, so consider keeping a food diary to monitor your food intake and identify areas for improvement. You may be surprised by the types of foods you consume regularly.

To promote healthy skin, it is recommended to include plenty of fresh fruits, green vegetables, and adequate protein in your diet. A diet rich in vitamin C and low in fats and sugar is the foundation for achieving optimal skin health. If you suspect any nutritional deficiencies, there are numerous supplements specifically formulated to support skin health from within, such as SKIN WITHIN.

Personally, I have found that avoiding or minimizing gluten and dairy has made a significant difference in both my skin and gut health. Therefore, cutting back or eliminating these items from your diet could also improve your skin and mood.



3. Cleanse Regularly – No Excuses!

Maintaining a proper cleansing routine is crucial for any daily beauty regimen. By removing impurities like sweat, dust, and dead skin that accumulate on your skin during the day, cleansing can help prevent acne, blackheads, and other skin problems. It is essential to select a wash or face scrub that is suitable for your skin type and avoid using soap as it can strip away too much moisture. Additionally, avoid using hot water as it can dry out the skin. Instead, using the right facial cleanser can help tighten pores, reduce inflammation, and control excess oil on the skin while exfoliating away dead skin cells.

In my opinion, MORNING COFFEE is my go-to product and my holy grail for a refreshed and rejuvenated complexion. I have never come across a product that cleanses my skin and supports its rejuvenation as effectively as MORNING COFFEE

4. Incorporate vitamin A, B and C

My personal philosophy on skincare is to keep it simple and stick to the basics. Vitamin C is a powerful ingredient that offers correction, hydration, skin healing, and supports collagen production, among other benefits. To reap the rewards of vitamin C, apply a serum containing the ingredient every morning after cleansing and before applying SPF and makeup. I highly recommend DAY DRIN-C, which contains both vitamin C and hyaluronic acid, as well as tremella mushroom, a hero ingredient suitable for all skin types. I use this product daily as part of my morning skincare routine.

Vitamin B, on the other hand, is ideal for brightening the skin, reducing inflammation, dryness, and acne. To maximize the benefits of vitamin B, apply it immediately after vitamin C in the mornings.

Finally, vitamin A is an anti-aging ingredient that is particularly effective at reducing the appearance of fine lines and wrinkles, as well as providing anti-inflammatory properties for those with acne. Since vitamin A can make the skin sensitive, it is best used at night before bed, and it's crucial to wear SPF and cover your face during the day to protect the skin.

5. Exfoliate Exfoliate Exfoliate!

Incorporating regular exfoliation into your skincare routine is essential to remove dead skin cells and promote healthy, glowing skin. I recommend exfoliating at least twice a week to achieve optimal results. When selecting an exfoliating product, look for one that contains natural exfoliants and is free of chemicals and fragrances. MORNING COFFEE is an excellent option that meets these criteria and more.

If you use an exfoliating scrub, apply it gently using small, circular motions and rinse off with lukewarm water. However, avoid exfoliating sunburned skin or areas with open wounds, as this can cause further irritation.



6. Apply Sunscreen Every Day

SPF is the best form of anti aging product you can buy. It's important for everyone to use sunscreen, regardless of their plans for the day. Make sure to choose a sunscreen with at least SPF 30 and that protects against both UVA, UVB rays and blue light. Sun exposure can lead to various skin problems, including wrinkles, age spots, and darkened areas. Finding the right sunscreen for your skin can be a challenging task, as it depends on your skin type, daily makeup routine, and sun exposure. For the best results, look for sunscreens that are made specifically for New Zealand's UV conditions and offers a blue light protection technology.

7. Exercise Regularly

Exercise is not only beneficial for overall health, but it can also work wonders for your skin. Physical activity promotes blood circulation and detoxification, which can help to keep your skin healthy. Sweating during exercise is an effective way to cleanse the skin by flushing out toxins and impurities. Whether you prefer running, yoga, or high-intensity workouts at the gym, any activity that gets your blood pumping can benefit your skin. After exercising, consider using toner to minimize excess oil if necessary, and remember to follow up with exfoliation and moisturization to complete your skincare routine. With these steps, your skin is sure to look radiant and glowing.

8. Make Time For A Good Sleep

While it may sound repetitive, it's crucial to emphasize the importance of getting quality sleep every night for healthy skin. During sleep, your body repairs and rejuvenates all of its cells, including the skin, which is its largest organ. Inadequate sleep can take a toll on your skin, making it appear dull and tired. Strive to get a minimum of 8 hours of sleep per night and consider adding overnight beauty treatments to your nightly routine to enhance your skin's radiance and improve the quality of your sleep. Look for products that contain natural sleep aids like lavender and chamomile.



9. Hydrate Throughout The Day

Make sure to drink plenty of water every day, at least eight to ten glasses or more. Proper hydration is crucial for optimal skin function, as dehydrated skin can appear dry, dull, and flaky. Water-based creams with hydrating ingredients like nut oils and glycerin can also help. For even better results, try our DAY DRIN-C product, which contains Tremella Mushroom, a natural hyaluronic acid with superior moisture retention properties. Tremella Mushroom helps deliver hydration and moisture to the skin from within, promoting improved texture, reduced wrinkles, and inflammation. Eating foods high in water content, such as cucumber, oranges, watermelon, and apples, can also help increase daily water intake.

10. Don't Pop Those Pimples

Avoid popping pimples or touching your face, as it can introduce more bacteria and lead to swelling, redness, and more breakouts. This also applies to makeup tools such as brushes, sponges, and eye makeup tools, which should be cleaned regularly to prevent the transfer of bacteria. Additionally, consider checking your zinc levels as it is essential for cell growth, hormone production, metabolism, and immune function, and has been shown to help prevent acne.



Dit's okay to take a break from heavy makeup, even if it's just for a few days a week. Applying multiple layers of makeup can clog pores and hinder oxygen flow to the skin, causing impurities to build up. You don't have to completely forgo makeup - consider skipping foundation for the day or using less eye makeup. Remember, sometimes less is more!

12. Introduce essential supplements

Supplements can play an important role in promoting and maintaining healthy skin. Here are some reasons why:

- 1. Hydrolysed Collagen is a protein that gives your skin its strength and elasticity. As you age, your body produces less collagen, which can lead to wrinkles and sagging skin. Certain supplements, such as vitamin C and collagen peptides, can help stimulate collagen production and improve skin elasticity.
- 2. Provides antioxidant protection: Antioxidants protect your skin from damage caused by free radicals, which are unstable molecules that can damage cells and lead to signs of aging. Vitamins C and E, as well as beta-carotene and selenium, are examples of antioxidants that can benefit your skin.
- 3. Helps reduce inflammation: Chronic inflammation can contribute to a variety of skin problems, including acne, eczema, and psoriasis. Omega-3 fatty acids, turmeric, and vitamin D are examples of supplements that can help reduce inflammation in the body and improve skin health.
- 4. Proper hydration is essential for healthy skin. Certain supplements, such as hyaluronic acid and ceramides, can help improve skin hydration and prevent dryness and flakiness. What I love about SKIN WITHIN is the use of Tremella mushroom. Tremella mushroom, also known as snow fungus, is a type of mushroom that has been used for centuries in traditional Chinese medicine. Tremella mushroom is rich in polysaccharides, which can help to hydrate the skin and improve its elasticity. It may also help to reduce the appearance of fine lines and wrinkles.

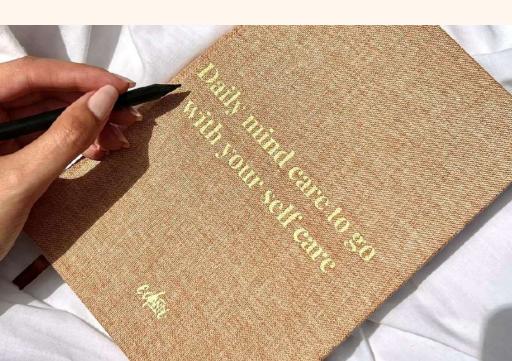
Overall, incorporating the right supplements into your skincare routine can support your skin's health and appearance from the inside out. However, it's important to remember that supplements should be taken as part of a balanced diet and a healthy lifestyle, and smould never replace a varied diet or medical advice.

13. Make Some Time For Yourself

Stress can have a significant impact on your skin's appearance, causing breakouts, puffiness, and dark circles under the eyes. This is due to the body's release of excess cortisol and other stress hormones. Fortunately, integrating daily stress management techniques can help keep stress levels in check. Consider practicing breathing exercises, journaling, yoga, palates or meditation as effective methods to reduce stress and promote healthier skin.

14. Try Facial Massage

When toxins build up in your skin cells, poor circulation can exacerbate breakouts and skin fatigue. One way to combat this is through facial massage, which can stimulate blood flow, promote lymphatic drainage, and rejuvenate skin cells. Additionally, facial massages may alleviate tension headaches, under-eye puffiness, and sinus congestion. To reap these benefits, remember to massage your face in upward circular motions and perform the technique consistently for noticeable improvements in just a few days. Face Gua Sha's are also a great tool to use.



Eating your way to Healthy Skin

8 FOODS TO HELP TOWARDS HEALTHY SKIN

- Including certain foods in your diet can help improve the health and appearance of your skin. Fatty fish, for instance, is rich in omega-3 fatty acids that can help keep your skin supple, thick, and well-hydrated. It also contains Vitamin E, a crucial antioxidant for skin health, and Zinc, which helps regulate inflammation and support the production of new skin cells.
- Avocados, on the other hand, are high in healthy fats that are essential for skin flexibility and moisture. They are also rich in Vitamin E and C, with the latter being necessary for collagen synthesis and overall skin health.





- Broccoli is packed with vitamins and minerals like Zinc, Vitamin A, and C, and also contains lutein that protects the skin from oxidative damage, preventing dryness and wrinkles.
- Tomatoes are another skin-boosting food, containing Vitamin C, lutein, and lycopene. These nutrients help protect your skin from the sun's harmful rays and maintain skin health. Incorporating these foods into your diet can help nourish your skin from the inside out.







Eating you<mark>r way to Healthy Skin</mark>









8 FOODS TO HELP TOWARDS HEALTHY SKIN

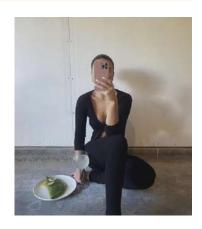
- Consuming certain foods and drinks can help improve skin health and appearance. Dark chocolate, for example, is rich in antioxidants that protect and repair the skin from damage and premature aging. It is also a potent anti-inflammatory that can soothe redness and blemishes, resulting in a clearer and more even complexion.
- Green tea is another skin-boosting option, thanks to its high antioxidant content. These antioxidants help improve skin moisture, roughness, thickness, and elasticity, leading to healthier-looking skin.

- Spinach is a vitamin-rich food that contains vitamin B as well as vitamins A, E, K, and C, which can help improve skin texture and treat various skin-related disorders.
- Lemons are packed with vitamin C, a crucial component of collagen production. Collagen, in turn, is essential for maintaining firm and healthy body tissue. Consuming lemons can help slow down the aging process and keep your skin looking youthful and radiant.



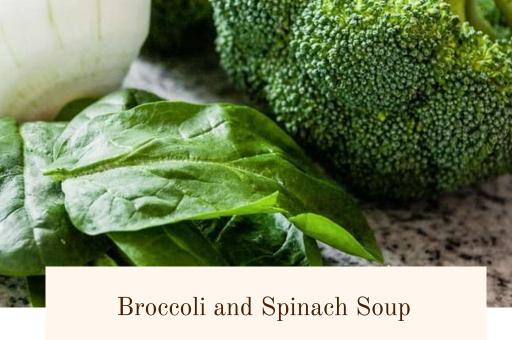


2 eggs 1 additional egg white Cup of fresh leafy spinach Pinch of salt Lemon



- 1.In a blender, blend the 2 eggs, egg white and spinach until smooth. The spinach should be completely blended with the mixture now green. Add in a pinch of salt and blend for one last time.
- 2. Heat a pan to medium heat. With a little oil in the pan, pour the mixture into the pan. Cook until the omelet is cooked through.
- 3. Flip the omelet in half whole in the pan and transfer to plate. Slice a lemon in half and squeeze the juice over the omelet. Enjoy!
- 4.Get Creative! Feel free to add in some additional fillings. I like to add in some tuna before flipping the omelet and transferring to my plate. I know many of you would love to add in some cheese and tomato too.





4 cups of fresh or frozen broccoli 4 cups of fresh leafy spinach 1 onion Pinch of salt



- 1.Cut up the onion and place into a pan with oil and brown.
- 2.Grab a large pot and fill with enough water to boil 4 cups of broccoli. Add in the 4 cups of broccoli and boil till the broccoli is soft.
- 3.Drain majority of the water from the broccoli, leaving about a cup of water at the bottom.
- 4.Add in the browned onions to the broccoli.
- 5.Grab a hand blender or pop the mixture into a blender. Blend the broccoli and onions.
- 6.Add in the 4 cups of spinach and salt to taste.
- 7.Get Creative! Serve with a sprinkle of sunflower seeds, sliced almonds and a drizzle of truffle oil.





Broccoli Bread

Ingredients

42 broccoli heads 4 eggs 100g almond meal teaspoon salt



Directions

1.Preheat your oven to 200C

- 2. Whizz your broccoli using your food processor until it looks a bit like fine couscous. Or chop as finely as possible.
- 3.Add eggs, almond meal, and salt to the food processor bowl. Stir with a spoon until combined.
- 4.Line a baking tray with baking (parchment) paper. Tip the broccoli mixture onto the lined tray then using your hands smooth into a rectangle about 1cm thick.
- 5.Bake for 20-25 minutes or until the bread is slightly browned and feels firm and springy when touched.
- 6.Cool on the tray. Cut in half crosswise and then into 3-4 lengthwise to make 6-8 slices (or cut to your preferred size).
- 7.Get Creative! Add some toppings of your choice. I love freshly sliced tomatoes drizzled with truffle oil and topped with some salt and pepper.



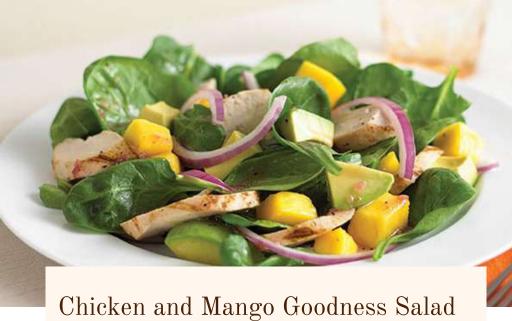


- 3 large bananas, ripe to overripe
- 4 eggs
- 1/4 teaspoon baking powder



- 1.In a mixing bowl, crack in the eggs and add in baking powder. And whisk to combine.
- 2.In another bowl add in 1 1/2 large bananas. Lightly mash with a potato masher or a fork, but not too much. There should be chunks of bananas to make fluffy pancakes. And use only ripe bananas.
- 3. Pour wet mixture into mashed bananas and stir to combine.
- 4.In a frying pan, cook mini pancakes over a medium low heat. 1 or 2 tablespoons of batter is enough for each mini pancake. When the baking powder is activated, flip it over and cook for about one minute more. Serve immediately when hot.
- 5.Get Creative! Maple syrup, butter, or blueberries, to serve. Pop a scoop of our FIT WITHIN protein in for vanilla protein Gluten Free pancakes.





Mixed salad leaves Chicken strips Sliced almonds Fresh or canned mango Half an avocado Fresh lemon for dressing Red onion

- 1.Cook your chicken via pan fry or oven bake, whichever you prefer and set aside to cool while you prep the rest of your salad.
- 2.Cut up the avocado, red onion, and mango pieces from the can.
- 3.Place your mixed leaves, avocado, onion, and mango in a bowel. Mix in the chicken and sliced almonds.
- 4.Cut your lemon in half and drizzle over the salad for the dressing.
- 5.Get Creative! Add in some halloumi or tomatoes for extra colour and carbs. Switch out the chicken for tuna or egg plant.





Cup of blueberries 2 cups of fresh spinach Scoop of protein powder Half a cup of water



- 1.Add all ingredients into a blender and blend till mixture smooth. Add in splashes of water, if need be, to help mix.
- 2. Serve into a bowel or smoothie cup.
- 3.Get Creative! I don't add any additional toppings or ingredients, but feel free to top with your choice of nuts, seeds, granola, or fruit.

Eds Body Care Routines

MORNING CARE ROUTINE

STEP 1 — Hydrate from the Inside. Begin your day by drinking a full glass of warm lemon water. This helps to maintain the body's pH balance, acts as a detoxifying agent, and supports digestive health. Lemons are also a rich source of vitamin C, potassium, calcium, phosphorus, and magnesium.

STEP 2 — Morning Affirmations Read through your morning affirmations, take a moment to reflect, and truly believe in the words you're reading and writing down. Mind Care is most important. I created a great affirmation and journaling dairy if that helps.

STEP 3 — Cleanse Scrub Wake up your skin with a shot of real caffeinated goodness using our MORNING COFFEE. This versatile product can be used in the morning, at night, or both. For a gentle cleanse, apply to wet face and hands. For a deep scrub, apply to dry face.

STEP 4- Care and Protect Finish your morning skincare routine with a Vitamin C (DAY DRIN-C) and B serum, topped with SPF 45 for sun protection.

STEP 5 — Body Care BEFORE is a gentle body scrub that can be used daily. Before getting into the shower, apply the scrub to your dry skin and massage in thoroughly. Leave it on for 2-5 minutes before rinsing off. Enriched with nut oils and natural pumice, BEFORE will leave your skin hydrated without stripping its natural oils.

STEP 6 — Hydrate After your shower, when your skin is still warm, apply ALWAYS to your entire body. Allow the rosemary, sunflower seed, and nut oils to absorb into your skin before getting dressed for the day. If you plan to spend time outdoors, don't forget to bring DURING SPF with you for added protection.



Eds Body Care Routines NIGHT CARE ROUTINE

STEP 1 — Body and face exfoliation Start by scrubbing your dry body with BEFORE before stepping into the shower. Apply MORNING COFFEE to your dry face and gently massage in circular motions. Once finished, rinse everything off in the shower.

STEP 2 — Hydrate your skin After drying off, apply AFTER all over your body and then follow up with another application of ALWAYS to lock in moisture. Your skin will feel amazing after this 3-step routine.

STEP 3 — Facial care Apply a vitamin A serum or retinol cream to your face, followed by eye cream and any other night hydration treatment you prefer. STEP 4 — Tea time Brew a cup of tea and relax.

STEP 5 – Reflection time Take some time to reflect on your day, write down things you're grateful for, and set goals for tomorrow. Remember to focus on the positives in your life.

Before bed, take 10 minutes to meditate and unwind.

And don't forget to take your SKIN WITHIN and GUT WITHIN supplements with water after dinner!

A FEW THINGS I'V LEARNT OVER THE YEARS WHEN IT COMES TO MY SKIN.

Skincare starts from within. Your skin is a reflection of what you digest.

SPF is the best anti aging product there is

Always dry/wipe your face upwards

Skincare isn't 9 steps. Keep your skincare clean and simple

Keep to your vitamin A,B,C of topical treatment

100% natural skincare is not 'better' for you. Your skin is not natural. it is made up of chemicals and needs the right formulation to support this. For reference. In terms of chemical composition, the skin is made up from about 70% water, 25% proteins and 3% lipids. The reminder includes minerals, nucleic acids, glycosamines, proteoglycans and numerous other chemicals. I believe skincare should be derived from natural ingredients, enhanced with clean science.

Invest in a monthly skin treatment

Treat your neck like your face

Make peace with your skin and it will improve





(Repeat each set 3 times!)

MONDAY

20 squats
15 sec plank
25 crunches
35 jumping jacks
15 lunges
25 sec wall sit
10 sit ups
10 butt kicks
5 push ups

THURSDAY

35 squats
30 sec plank
20 crunches
25 jumping jacks
15 lunges
60 sec wall sit
55 sit ups
35 butt kicks
20 push ups

TUESDAY

10 squats
30 sec plank
25 crunches
10 jumping jacks
25 lunges
45 sec wall sit
35 sit ups
20 butt kicks
10 push ups

FRIDAY

25 squats
60 sec plank
30 crunches
55 jumping jacks
60 lunges
45 sec wall sit
40 sit ups
50 butt kicks
30 push ups

WEDNESDAY

15 squats
40 sec plank
30 crunches
50 jumping jacks
25 lunges
35 sec wall sit
30 sit ups
25 butt kicks
10 push ups

SATURDAY

Long walk or run

SUNDAY

REST!



8 Week Calendar

DAY 1	DAY 2	DAY 3	DAY 4
	Have you had water today?	Try a skin recipe today!	
DAY 5	DAY 6	DAY 7	DAY 8
Workout time!		WEEK 1 DONE! You got this	<u>Don't wish</u> for it, work for it!
DAY 9	DAY 10	DAY 11	DAY 12
Try a skin recipe today!		Workout time!	
DAY 13	DAY 14	DAY 15	DAY 16
	WEEK 2 DONE! You're amazing!		Workout time!

8 Week Calendar

DAY 17	DAY 18	DAY 19	DAY 20
Workout time!	If you get tired learn to rest, not to quit!	Have you had water today?	
DAY 21	DAY 22	DAY 23	DAY 24
WEEK 3 DONE! Keep it up		Workout time!	Try a skin recipe today!
DAY 25	DAY 26	DAY 27	DAY 28
Workout time!			WEEK 4 DONE! Halfway there!
DAY 29	DAY 30	DAY 31	DAY 32
Try a skin recipe today!			Workout time!

8 Week Calendar

DAT 33	DAT 34	DA 1 33	DA1 30
Have you had water today?		WEEK 5 DONE! WOW!	
DAY 37	DAY 38	DAY 39	DAY 40
	Try a skin recipe today!	Your life is as good as your mindset!	Workout time!
DAY 41	DAY 42	DAY 43	DAY 44
	WEEK 6 DONE! Transformation pending		
DAY 45	DAY 46	DAY 47	DAY 48
Workout time!	<u>Consistency</u> <u>is key!</u>		Try a skin recipe today!

DAY 49	DAY 50	DAY 51	DAY 52
WEEK 7 DONE! Incredible!	Workout time!	Try a skin recipe today!	
DAY 53	DAY 54	DAY 55	DAY 56
Self confidence is your superpower!	Have you had water today?		SKIN = TRANSFORMED
Self confidence is your	DAY 54 Have you had	DAY 55	SKIN =