



8

SECRETS TO GLOWING, RADIANT SKIN

Don't let these common *mistakes* sabotage
your healthy skin efforts

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What To Expect

Having the right skincare regimen is just as important as how you use it. Don't let these common mistakes undermine your healthy skin efforts.

Hi Friends, welcome!

Thank you so much for downloading our Secrets to Glowing Skin Mini-Guide.

This Mini-Guide covers the crucial basics for healthy glowing skin along with a few common pitfalls that can leave your skin crying out for help.

We hope this guides helps you decipher what your skin really needs.

Welcome to the All Natural Collection family!!!



Welcome to

ALL NATURAL COLLECTION

Our philosophy? You deserve safe & effective beauty products free from risky chemicals and cheap fillers. Our brands combine the very best of what nature has to offer to create potent, luxurious, result-driven skincare. *Always* cruelty free!

Come say hello!



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SECRETS TO HEALTHIER LOOKING SKIN

While you can't fight the natural aging process, there are several things you can do to help the skin age gracefully.

one

Keep up with your skins changing needs

Before you hit the 'buy button', take a moment to really think about how your skin is feeling – and what it really needs. Skin gets drier, thinner and more sensitive as we age which means your perfect routine might not work as well any more.

two

Protect your skin barrier

Your skin barrier serves as an invisible shield keeping skin healthy and glowing. Keeping this 'shield' in balance is the secret for happier, healthier looking skin – whatever your age.

three

Boost your skin cell turnover rate

Our skin cells naturally replace themselves throughout our lifetime, but as we grow older this process slows. This slow down can cause a buildup of dead skin cells that can make skin look dull, tired and opaque.

four

Wash your way to better skin

Your skin should feel soft, supple and hydrated after cleansing. Yet, shockingly a recent survey shows almost 4 in 10 claim their cleanser leaves skin feeling dry and tight. Always use a gentle cleanser that won't over dry your skin





five

Get serious about sun protection

It's never too late to start protecting your skin. Even if you slacked on sun care in your 20s and 30s, by making a safe mineral sunscreen part of your routine now you can help prevent future damage.

six

The importance of moisturizer

Every skin type needs the barrier protection afforded by the right moisturizer. By forming a light film on your skin your moisturizer helps reduce water loss, smooth the appearance and keep skin soft and supple.

seven

Don't put off anti-aging treatments

Your skin takes a beating from pollution and environmental stressors. Antioxidants help protect skin from damage and improve the appearance of your skin over time.

eight

Eat your way to better skin

While beyond the scope of this mini-guide, there is so much more to skin health than what we apply topically. What's going on inside will always show up on the outside.

Commit to adding a few extra serving of antioxidant laden fruits and vegetables and healthy fats to your diet every day and you'll have the ultimate recipe for healthy, radiant skin.



1. Know Your Skin (and what it *really* needs)

Have you used the same skin care since you were a teenager? Before you hit the 'buy button', take a moment to think about how your skin is feeling *right now*. It's easy to become stuck in a skin care rut and not adapt to your changing needs. Use this checklist to help you decide if it's time to make a few swaps or additions.

WHAT'S YOUR SKIN TYPE?

- Oily (looks shiny & feels oily)
- Dry (feels tight and dry)
- Combination (dry and shiny areas)
- Normal (feels smooth & balanced)
- Sensitive

SKIN CARE GOALS

- Reverse visible signs of aging
- More radiant glowing skin
- Calm redness or sensitivity
- Prevent or treat breakouts
- Maintain healthy looking skin

SPECIFIC CONCERNS

- Dark circles
- Dryness
- Dark spots/uneven skin tone
- Face redness
- Dull skin
- Rough texture
- Oiliness & large pores
- Under eye wrinkles
- Fine lines & wrinkles
- Hormonal acne
- Rosacea or sensitivity
- Sagging skin

Notes:

2. Protect Your Skin Barrier

A healthy skin barrier is the foundation of healthy, glowing skin. A robust barrier keeps moisture in and irritants out. If you want your skin to look and feel its best, it's time to start protecting your barrier.

WHAT IS THE SKIN BARRIER

The skin barrier refers to the stratum corneum – the outermost layer of your skin. It includes the microbiome, acid mantle, and lipid barrier that work in harmony to keep moisture in and irritants out.

HOW TO TELL IF YOUR SKIN BARRIER IS DAMAGED

Dryness, redness, irritation, and heightened sensitivity are all signs that your skin barrier may not be working as it should. Experts believe a weakened barrier is the hidden source of many skin problems.

WHAT CAUSES A DAMAGED SKIN BARRIER

Over exfoliating, harsh or drying cleansers, alcohol based toners, UV radiation, pollution, overly acidic ingredients are just a few of the things that can disrupt your skin barrier.

HOW TO REPAIR A DAMAGED SKIN BARRIER

Keep it simple. Use the tracker on the next page to identify any products or practices that may inadvertently harm your skin barrier. Choose skin care products with ceramides, antioxidants and essential fatty acids that will replenish lost moisture and essential lipids.

2. Protect Your Skin Barrier

Many of us unknowingly do things each day that weaken our skin barrier leading to sensitivity and irritation. Take a moment at the end of each day to jot down anything you suspect is causing a reaction. Simply by avoiding irritating products or situations and learning to be gentle, you can improve your skin.

Skincare

- Overly aggressive skincare routine
- Soaps/harsh cleansers
- Alcohol based toners
- Over exfoliating/harsh exfoliants

Lifestyle

- Unhealthy diet
- Lack of sleep
- Smoking
- Ongoing stress

Environmental

- Too much sun
- Pollution
- Dry climates/wind
- Hot and cold temperatures

Notes:

Tip:

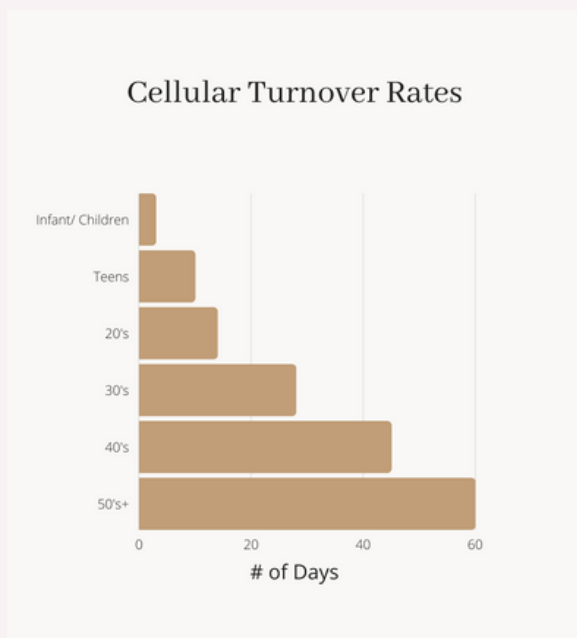
Keeping your skin's barrier healthy is in fact your key to young-looking skin, and that without it, all those expensive anti-aging actives could be money down the drain!

MARION O'LEARY - MOKOSH ORGANIC SKINCARE

3. Boost Your Skin Cell Turnover

THE MAGIC OF EXFOLIATING

Our skin cells naturally replace themselves throughout our lifetime, but as we grow older this process slows. What once took 14 days as a child increases to about 28 days in our 20s and *slows to 45 to 60 days* (give or take) in our 50s. Exfoliating helps remove this buildup of dead skin cells leaving skin looking brighter and refreshed.



By the time you hit 30, cell turnover has begun to slow down, making your complexion look a little dull. You'll see an immediate improvement if you start to exfoliate regularly.

We prefer natural exfoliators that gently remove surface dirt, excess oil and dead skin cells without damaging your delicate skin barrier.

In your 20's

Your skin still does a pretty thorough job on its own. *Occasional* exfoliating can help keep pores clear & prevent blackheads.

In your 30's

Signs of aging can start to appear. Exfoliating regularly will help keep your complexion smooth, clear, and even-toned.

In your 40's

Regular exfoliation can help reduce sun-damage, hyperpigmentation, and make your skin look smoother, brighter, and more even toned.

In your 50's+

Exfoliating gives mature skin an instant boost. Those fancy serums absorb more easily and over time skin look smoother and more even.

4. Wash Your Way to Better Skin

SQUEAKY CLEAN COMES WITH A PRICE

How you wash your face can make a difference in how it looks and feels. A 2020 CeraVe survey found clean skin is associated with: a squeaky clean feeling (41%), skin feeling tight (32%) and a tingly sensation (22%) – all indicators that skin has lost moisture, which can lead to dryness and irritation.



SIGNS YOUR USING THE WRONG CLEANSER

- Skin feels dry, tight or 'squeaky clean'
- Skin feels itchy, burns, or turns red
- Stinging or irritation

Tip:

Good facial cleansers are gentle (free from: synthetic fragrance, harsh or drying ingredients) and cleanse thoroughly without over-drying skin or disrupting your skin's delicate microbiome.

In your 20's

If you're guilty of sleeping in makeup or just using wipes, it's time to start cleansing daily with a gentle cleanser for your skin type.

In your 30's

Fine lines & uneven pigment can start to appear. Try a gentle exfoliating face wash or mild lotion like cleanser to keep skin radiant.

In your 40's

Skin doesn't bounce back the way it used to. Try exfoliating and switch to a hydrating cleanser to accommodate skin's needs for both cell turnover and hydration.

In your 50's+

Skin tends to be drier now. Look for gentle, *hydrating cleansers* (like cleansing oils, balms & creams) that won't exacerbate dryness.

5. Get Serious About Sun Protection

IT'S NEVER TOO LATE TO START PROTECTING YOUR SKIN

The American Society for Photobiology conducted a study and found that Americans acquire about 23 percent of sun damage they will experience in their life by age 18, then add about 10 percent more each decade following.

In your 20's

Jennifer Garner says it best.
"Nothing looks better in your 50s than sunscreen in your 20s."

In your 30's

If sun safety wasn't on your radar when you were younger, don't despair. Any steps you take now will help prevent future damage.

NOT ALL SPF'S ARE CREATED EQUAL

When it comes to safeguarding your skin, opt for a broad spectrum mineral-only sunscreen with SPF 30+. You might be wondering why *mineral* sunscreen specifically. Mineral sunscreens are safe, effective and generally less irritating on the skin. Chemical sunscreen can contain suspected carcinogens, hormone disruptors, and skin irritants.

In your 40's

If you slacked on sun care in your 20s and 30s, this decade is really important to establish healthy habits.

In your 50's+

It's never too late to start protecting your skin. Using sunscreen now helps prevent new damage while you tackle existing concerns.

Tip:

Premature skin aging is best prevented by taking precautions against the sun. So make your SPF application a daily thing.

6. The Importance Of Moisture

DOES MY SKIN NEED A HYDRATOR, MOISTURIZER OR BOTH?

The right moisturizer protects your skin barrier, and leaves all skin types soft, supple, balanced and more youthful looking.



What does moisturizer really do?

Protecting and reinforcing the skin's barrier function is one of the most important benefits of your moisturizer. A healthy barrier prevents dehydration and reduces exposure to irritants. The result? More youthful looking skin.

Hydrator vs moisturizer

Hydrators (like hyaluronic acid, glycerin, honey, aloe vera) help absorb water from the air whereas your moisturizer seals it in. Many moisturizers contain both. Choose one with a hydrator if your skin is dehydrated.

What ingredients to look for

A well formulated moisturizer should include antioxidants, emollients (like plant oils & butters) and skin replenishing ingredients like omega fatty acids.

DRY VS DEHYDRATED:

Dry skin is a skin type that results from too little oil. Skin typically feels dry and tight. Dehydrated skin, meanwhile, can come and go. It refers to the amount of water in the skin. When the skin loses too much water, (through a damaged barrier, or not drinking enough water) it becomes dehydrated.

7. Antioxidants to The Rescue

ANTIOXIDANTS HELP PREVENT EARLY SIGNS OF AGING

Our skin is constantly exposed to external factors like UV radiation and pollution which, left unchecked, can accelerate the aging process leading to wrinkles, hyperpigmentation, dryness, and loss of skin tone. Antioxidants in your skin care help thwart free-radical damage and keep it from harming your skin.

In your 20s

Don't wait for fine lines to appear. Use antioxidant rich serums, moisturizers & face oils to help protect skin and keep it radiant.

In your 30s

It's time to take your skincare seriously. An antioxidant serum can help brighten your complexion and keep skin soft and smooth.

WHICH ANTIOXIDANT IS BEST?

While there are numerous effective antioxidants in skincare, Vitamin C, E, niacinamide, green tea and bakuchiol are just a few superstar anti-aging ingredients to look for. Choose a serum for your skin type and most pressing concerns.

In your 40s

Signs of aging are more pronounced. Add powerful antioxidants like vitamin C, bakuchiol, niacinamide to your arsenal.

In your 50s+

Look for multi-correctional serums with vitamin C, or a retinol alternative like bakuchiol to boost cell turnover and stimulate collagen.

Tip: Antioxidants are also crucial for protecting skin from future photo damage and further loss of collagen

Slow And Steady Wins The Race

HOW LONG DOES IT TAKE TO WORK?

A new skincare routine is exciting. Your expectations are high. The truth is, consistency and a whole lot of patience goes a long way when it comes to seeing results for most skincare products. Be consistent, apply them regularly, and be patient.

Cleasers, Exfoliators & Toners

Immediately to 1 month

Serums & Treatments

Gradual improvement from 4 weeks to 12 weeks

Eye Creams

4 to 8 weeks

Moisturizers

Immediately to 2 weeks

Tip:

As a general rule of thumb, you should start to see real changes in your skin after 1 to 3 months of consistent use.

When Things Go Wrong

Skincare can be confusing. We're all guilty of occasionally falling for seemingly quick fixes that wreak havoc on our skin. If you experience irritation, redness, itching, flaking, breakouts or tightness, read on to see if you are committing any of these common mistakes.

GENERALLY DOING TOO MUCH

It's easy to over do it. Cleansing or exfoliating too often, picking at pimples or using too many active products can weaken your skin's protective barrier causing irritation, breakouts, inflammation. Keep it simple and pay attention to your skin.

NOT USING PRODUCTS FOR YOUR SKIN TYPE

Redness, breakouts, dry patches, tightness and inflammation are also signs your skincare products might not be right for you. Be sure you aren't overdoing it. If your skin reacts badly to a product stop using it immediately.

APPLYING MOISTURIZER TO DRY SKIN

Moisturizers work by sealing in existing moisture in your skin, reinforcing the skin's protective barrier and preventing water loss to keep skin soft & smooth. Applying to damp skin (after washing face or using a mist) helps dilute the moisturizer so it spreads thinly & easily with less waste.

NOT BEING CONSISTENT

Consistency is key when it comes to skincare. Your products need time to work. Follow your skin care routine consistently. Skin damage doesn't happen over night and it can take several months to see visible results.

PSSSSST!?

THANKS FOR DOWNLOADING OUR QUICK START GUIDE TO GLOWING SKIN

We hope you found it helpful. Want to learn more? Keep an eye on your inbox for more tips on how to create a natural skincare routine for your specific needs.

Plus a special discount code to help you get started on your journey to better skin.

EXPLORE OUR STORE

