



AVERR
Aglow

AVERR AGLOW:

HOW TO ACHIEVE CLEAR SKIN

The real truth in discovering a
glowing complexion



Thank you for downloading our Clear Skin Guide!

We're so happy you've become an Averb Aglow insider. We're here to share the real truth, insights, and tips to help you achieve clear, clean, beautiful skin.

After battling acne for over 16 years and trying every product and process under the sun with no change, our Founder Camille (Cami) Chulick took the reins and became a trailblazer by founding and developing her own skincare line. On a quest to create a bounty of products based on natural, plant-and-mineral-based, cruelty-free ingredients, she pulled elements like French Pink Clay and fruit extracts straight from the earth, saw her skin change, and became more confident, carefree, and radiant. **Now you can too!**

5 TRUTHS TO A CLEAN, CLEAR COMPLEXION:

#1 Breakout Basics 5

We'll talk about the icky trifecta of bacteria, oil and dead skin that causes breakouts, what factors and stress triggers contribute to this frustrating combo, and give you a visual reference guide to pinpoint location of the breakouts, which is the quickest way to assess and shortcut the healing process.

#2 Nourishment For Stunning Skin 9

Certain foods can help achieve a glowing complexion, while others can cause hormonal breakouts. We'll provide you with the ultimate list!

#3 Boosts for Banishing Blemishes 11

Nutritional supplements and boosts can balance your internal issues and help your skin heal and thrive. We'll break down which supplements are helpful and why!

#4 Lifestyle Habits for Healthy Healed Skin 13

We receive many questions about breakouts and which lifestyle habits affect the skin. We will answer 10 of the top FAQs about breakouts and what causes them!

#5 Skincare Routine: Vitamins, Minerals and Consistency! 16

Does a skincare routine really matter? Are you tired of products that don't work? We'll break down which products and their all-natural, cruelty-free ingredients give you lasting, healthy, clear skin.

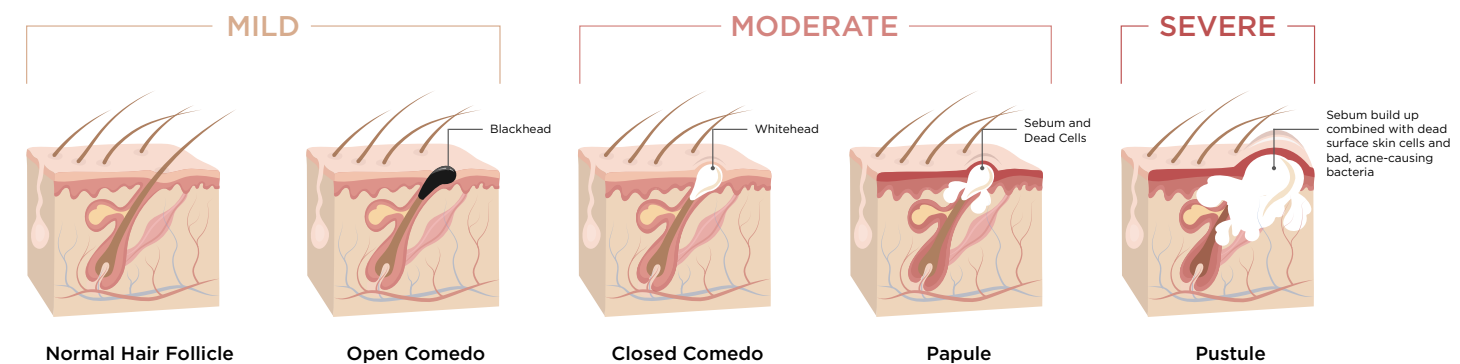


Truth #1:

Breakout Basics

Types of Breakouts

There are 3 main types of breakouts: Mild, Moderate and Severe. They can either be “open pore,” called a Blackhead comedo, or “closed pore,” called a Whitehead comedo, and can range from a normal hair follicle to a papule to a pustule.



These pores get clogged by 3 basic ingredients: bacteria, oil/sebum and dead skin. Imagine those three ingredients stirred in a pot - blech! No wonder it's all so maddening!

Bacteria in itself is normal, and so is oil. But when bacteria feeds off excess oil in the skin, it causes the bacteria to multiply, mix with the oil and dead skin, and take over the pore and make it sticky - either like a volcano about to erupt, or a blocked hole. Either way, the size is determined by the severity of all three ingredients, and it can make you feel truly disheartened.

Your skin deserves to be cleared of this messy cycle, and cleared, cleaned and allowed to freshly glow! Keep reading and we'll tell you how.

What are the **five (5)** main causes of breakouts?

1) Genetics

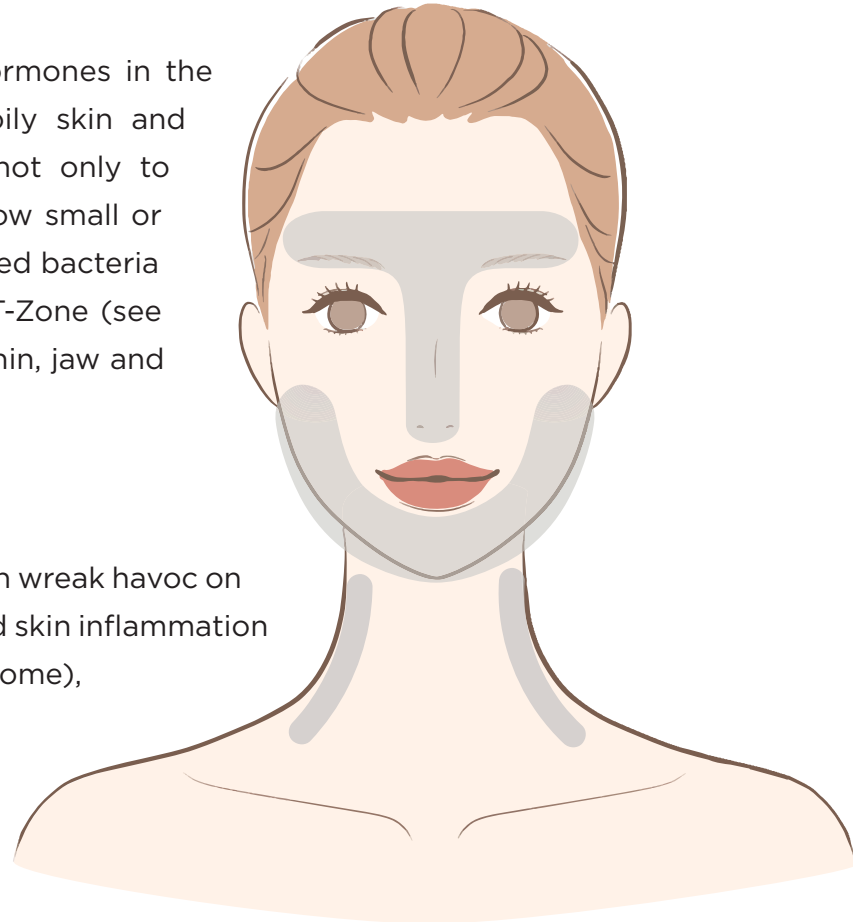
What role does genetics play? The qualities and traits passed down to you through birth determine the following variables:

- a) How fast your skin sheds dead skin and produces new cells
- b) How sensitive your skin is to hormones found in the body and skin
- c) Whether you will have breakouts at all, and how severe they will be

Don't worry - even if you have genetic skin issues, we have tips and products that deal directly with those factors!

2) Hormones

An overabundance of certain hormones in the body can lead to excessively oily skin and spread of bacteria. This leads not only to the breakouts themselves, but how small or large they can be. Hormone-caused bacteria usually causes breakouts in the T-Zone (see graphic) - your forehead, nose, chin, jaw and neck, and even body.



3) Digestion

Issues in your digestive system can wreak havoc on your skin and cause breakouts and skin inflammation - IBS (Irritable Bowel Syndrome), leaky gut, and other kidney, liver, gallbladder, stomach and intestine issues can all play an antagonistic part.

4) Diet

Certain foods can either help heal or irritate the digestive system. When certain foods are eaten, they can cause an increase in the hormones produced in the body, and when the hormones go up, this can lead to more oil production. It's an interesting feedback loop, and one you can actually start to pay attention to, and even keep a journal.

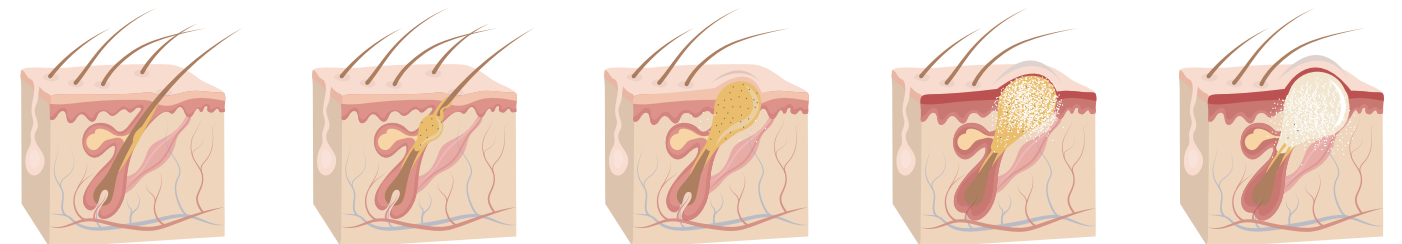
Food allergies can also create chaos with red, inflamed, patch-like breakouts all over the face.

5) Stress

Stress releases a specific hormone that again causes oil production to increase. Breakouts on the forehead can be related to stress.

STRESS TRIGGERS:		
• Anxiety	• Work/Career	• Poor Diet
• Depression	• Friends	• Poor Sleeping Habits
• Anger	• Family	• Not allowing yourself to relax
• Death	• Skipping Meals	• Waiting too long between meals
• Break-ups	• Money Issues	• Sugar

A pimple usually takes 2-6 weeks to form.

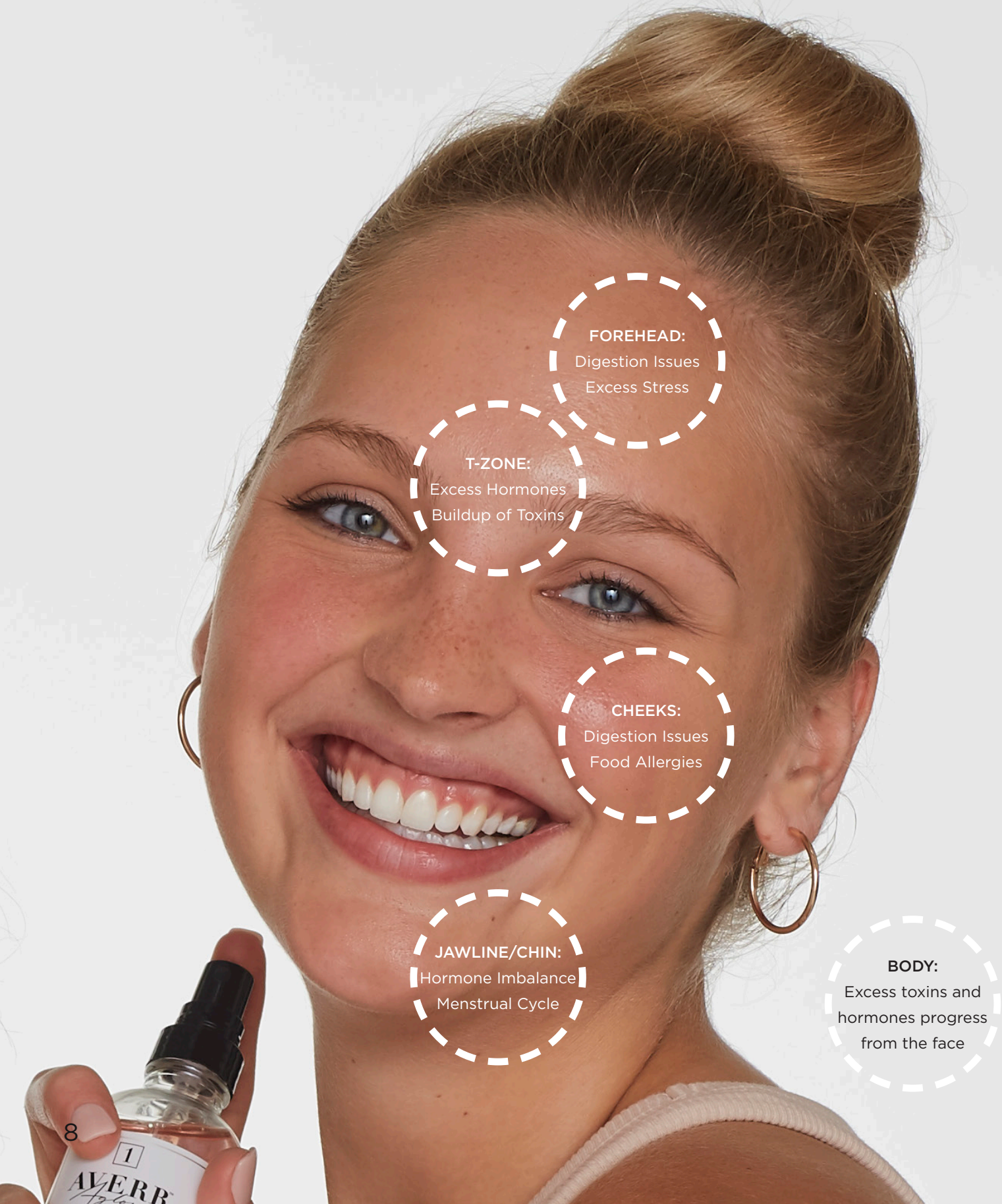


WEEK 0

WEEK 2-6

T-Zone Reference Guide

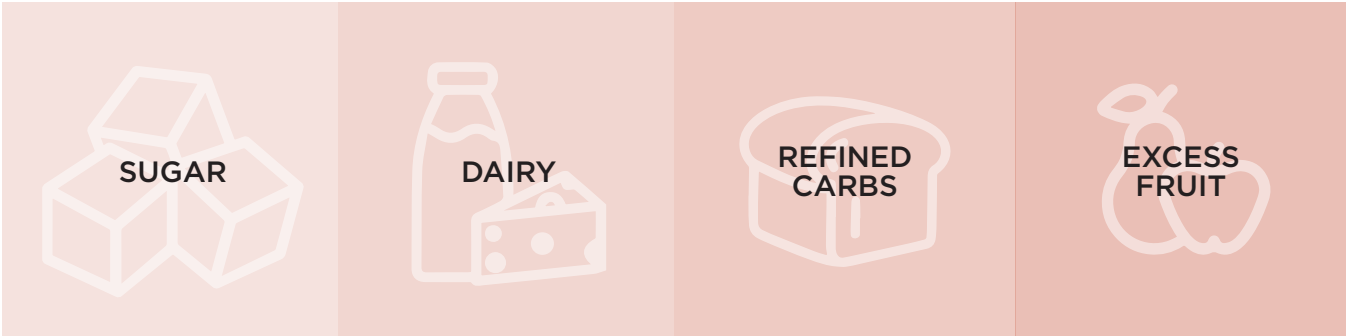
Breakouts occur often based on internal issues. This guide can help you pinpoint where you're breaking out, and then adjust your lifestyle habits and products accordingly.



Truth #2: Nourishment for Stunning Skin

Foods That Cause Breakouts

Each of these foods can cause an increase of hormones, which lead to hormonal breakouts. If they are consumed on a regular basis, they will continue to affect the skin.



Common Allergens That Cause Breakouts

Breakouts can occur if there is an allergic reaction to any food. Severe, patch-like acne found over the face is generally the result of a food allergy. The quickest way to know is to have a blood test done. If this is not possible, eliminate one type of food at a time. Remove food for a week to see if this helps clear skin.





SUPERFOODS for a Glowing Complexion

Foods nutritionally dense and rich in vitamins A, B, C, D, and E can help boost glowing and radiant skin. Foods that also contain minerals, antioxidants, and omegas are necessary for clear, smooth skin.

RICH IN VITAMIN A

Carrots
Sweet Potato
Broccoli
Squashes
Dark Leafy Greens
Apricots

RICH IN VITAMIN C

Bell Peppers
Dark Leafy Greens
Kiwi
Broccoli
Citrus
Berries

HIGH QUALITY FATS

Grass Fed Meats
Cold Water Salmon
Avocado
Chia Seeds
Butter
Nuts/Seeds

RICH IN VITAMIN B

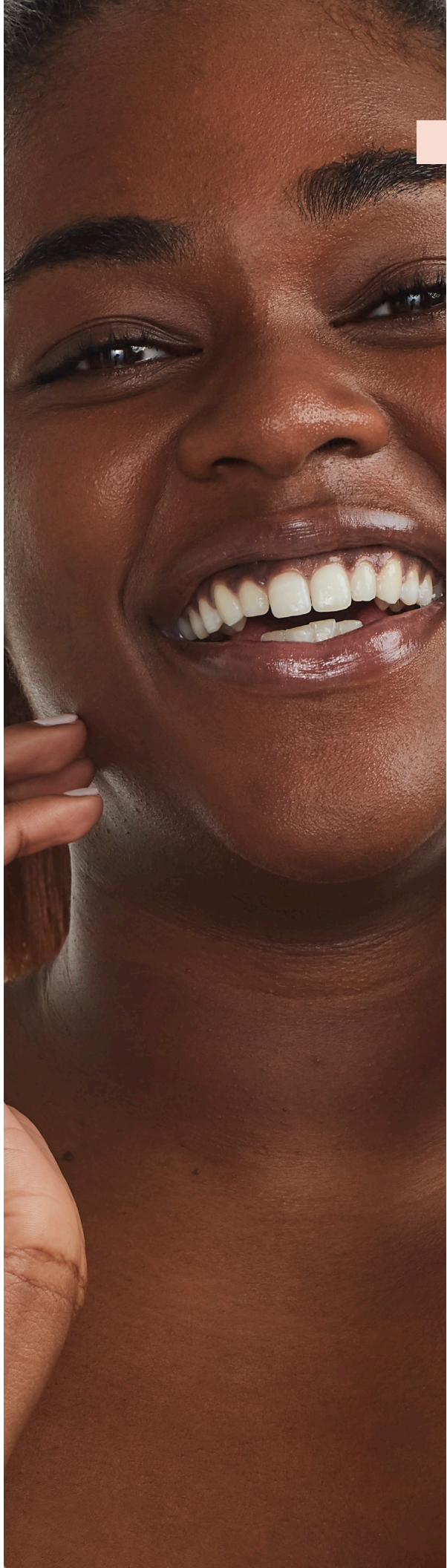
Chicken Breast
Coldwater Seafood
Chickpeas/Beans
Dark Leafy Greens
Cantaloupe

RICH IN VITAMIN E

Eggs
Leafy Greens
Broccoli
Almonds
Seeds

RICH IN ZINC

Spinach
Beef
Seeds
Shrimp
Garlic



Truth #3: Boosts for Banishing Blemishes

Supplements to Combat Hormones, Stress & Digestion

Check out this list of supplements to boost and heal problems associated with breakouts!

HORMONES (Chin, Jawline, T-Zone, and Forehead)

- **Green Tea Extract:** Prevention of bad excess hormones
- **Alpha Lipoic Acid:** Stabilizes blood sugar levels and reduces inflammation
- **Zinc Picolinate:** Kills bad bacteria, lowers hormones, helps heal redness & inflammation
- **Beta-Sitosterol:** Inhibits overproduction of hormones
- **Flax Seed Oil:** Keeps your skin nourished, hydrated, and moisturized.
- **Saw Palmetto Extract:** Inhibits excess hormone production
- **B Complex Vitamins:** Reduces oil and breaks down sugar
- **Vitamin A:** Reduces oil and breaks down sugar
- **Vitamin C:** Helps produce new skin cells and heal •
- **Vitamin E:** Reduces swelling and eliminates toxic old cells.
- **Vitex and Dim:** Helps with PMS breakouts (and cramps!)

STRESS

(Forehead and Some Jawline)

- **B Complex Vitamins (specifically B5, B6, B12):** Reduces stress hormones and boosts energy levels. Also vital in breakdown of proteins, fats, and carbs.
- **Magnesium:** Vital mineral for stress relief. Helps remove toxins, regulates blood sugar, regulates cortisol and melatonin for a good night's sleep.
- **Zinc:** Kills bad bacteria and regulates adrenal gland functions.
- **Adrenal Support (supplements with herbs specific to adrenals):** Helps with stress and fatigue. Ashwagandha is a favorite.
- **Vitamin C:** Potent at removing excess stress and digestive hormones
- **Omega-3:** Reduces inflammation and stress
- **Acetyl-L-Carnitine:** Boosts metabolism and energy levels
- **CoQ10:** Helps maintain/boost energy and production of new cells

DIGESTION

(Cheeks and Sometime Upper Forehead)

- **Probiotics:** Increases good bacteria, promotes healthy intestines, digestion and fights off bad bacteria
- **Fermented Foods:** Helps heal the gut
- **Digestive Enzymes:** Breaks down food for easier digestion
- **B Complex Vitamins:** Reduces oil and helps body break down sugar from carbs
- **Apple Cider Vinegar:** Increases stomach acid to breakdown and metabolize food
- **Electrolytes:** Absorbs nutrients during digestion
- **Glucosamine:** Helps heal new tissue in the digestive system (bye, IBS!)
- **Beta Glucan:** Helps stimulate the immune system, reduces bloating

Truth #4: *Lifestyle Habits for Healthy Healed Skin: FAQs*

10 OF THE MOST COMMONLY ASKED QUESTIONS ABOUT BREAKOUTS

1. IS ACCUTANE THE ONLY REAL ANSWER TO HEAL BREAKOUTS?

Accutane (or Roaccutane) is an extremely high dosage of vitamin A. It stops the oil being produced in skin and when oil production stops, acne caused by bacteria has no way to spread.

So, if it works, why is there a problem with it? Well, when it dries oil production in the pores, it also dries up all oil found inside the body, such as in the brain and your joints, which run off of natural oil! So when Accutane is used, these sources of oil dry up internally, leading to consequences for vital organs and possible organ failure.

Also, Accutane can only be used for 3 cycles. Many complain of their breakouts returning after stopping, because oil production begins again and starts the cycle over. So not only can it cause internal damage, it's also just a band-aid that won't solve the issue long term.

2. WHY DOES MY FRIEND WHO EATS BAD HAVE CLEAR SKIN?

She may not be predisposed to breakouts with her genetic makeup. She may not be having any issues or weaknesses with her hormones, stress, or digestive system. Certain individuals carry a strand of bacteria from their immune system that fights breakouts naturally. Unfortunately, our genetics may not include that strand.

3. DOES MAKEUP CAUSE BREAKOUTS?

No, makeup does not cause breakouts. The molecule size of the makeup is actually designed to sit on the surface of the skin rather than be absorbed into the pores. The ingredients in makeup generally have no correlation to breakouts. However, make sure to take makeup off at night because it can irritate the current breakouts, as it mixes with bacteria and oil. Make sure to clean brushes and sponges frequently, to remove bacteria.

4. WILL BIRTH CONTROL HELP MY BREAKOUTS?

Birth control artificially alters hormone levels. When this happens, the oil in the skin becomes balanced. However, birth control can lead to side effects and once you come off of it, hormones may be wonky and will have to be re-balanced. Some birth control can also make you breakout in itself.

5. I'VE CLEANED UP MY DIET, BUT I AM STILL BREAKING OUT.

Hormonal imbalance or digestion issues take time to correct with proper nutrition and lifestyle habits. Like a new exercise, weight-loss or nutrition program, it doesn't happen overnight, right? Most begin to see results in 30 days, 60 days, and beyond. The same is true of acne. It takes time to adjust imbalances in the body and consistency is the key. Many people complain that they have had skin issues for months, years, even decades. So long-term problems can take time to correct once you start a new journey, and it's worth it.

6. WILL EXERCISE HELP MY ACNE?

In most cases yes, it will help minimize breakouts. When you exercise, it burns off excess hormones in the body. However, sweat can also lead to excess oil in the skin and potentially cause breakouts, so be sure to cleanse after exercising. Also always remember to take care of yourself and know your limits – if you have severe stress and adrenal fatigue, choose lighter activities like walking, yoga, and swimming.

7. WILL I AGE OUT OF BREAKOUTS?

Breakouts strike anyone, at any age. Breakouts used to be associated strictly with teenagers, because they have fluctuating hormones associated with changes in the body. However, hormone imbalance, digestion issues, and stress can cause issues at any time, at any age. If there is an imbalance or allergy present, skin issues can become manifest in a breakout, inflammation, or eczema.

8. WHY HAVE I NOT GOTTEN GOOD RESULTS FROM TOPICAL SKINCARE PRODUCTS?

Breakouts need to be treated in a specific way to see real results. The problem is not the skin, but rather the skincare companies and what they put in their products. To see real results, ingredients in topical treatments need to treat the combination of both aforementioned internal and external reasons – of which there can be many. Other companies or products may contain only one or two ingredients to tackle that combo.

At Averb Aglow, our products contain a plethora of natural ingredients to kill acne-causing bacteria, extracts to help new skin cell growth, minerals to limit excess oil production, botanicals to help shed excess dead skin, and healthy oils to provide nutrition, moisturize,

and mimic oil production in pores, to stabilize excess oil and feed skin nutritionally. Over 60% of what is applied to the skin is absorbed and has a direct result of how your skin looks. Unfortunately, most topical skincare is full of ingredients of fillers and water, leaving your skin and your wallet less than desirable. Nutrient-rich botanical ingredients like those in our **Clear Skin Kit** will give you gorgeous results every time.

9. CAN I STILL EAT WHAT I WANT AND NOT BREAKOUT?

Most cases, when breakouts occur from certain foods, there is an internal irritation. It's like rubbing bacteria in an open wound – it will irritate, cause it to become worse and spread the infection.

Likewise, if you eat a certain food that causes hormones to spike when they are already high, then breakouts can become instantly worse. So, it's important that supplements and the right skincare routine are used to help heal inflamed and sensitive skin.

10. CAN I GET RID OF SCARS FROM MY BREAKOUTS?

Yes, scars can fade. The fastest way to address them is topically, as they are instantly absorbed into the skin. Ingredients that are rich in vitamins, minerals, and essential fatty acids will help heal and treat scars. Also, exfoliation and buffing the skin play an important role in helping rejuvenate skin and minimize scars leading to healing and new supple skin.



Truth #5: Skincare Routine: Vitamins, Minerals and Consistency!

How Does the Avert Aglow Clear Skin Kit Work?

As mentioned earlier, a breakout consists of acne-causing bacteria, oil/ sebum that is produced in pores, and dead skin, creating a sticky, cramped and clogged set of pores/ breakout. So, we address all 3 intruders...



Use the Products in this Order, and Start your *Glow Flow*!

STEP 1:

HYDRATION DEW

Spritz your face 8-10 times with this refreshing spray for a balanced combination of rosewater, cucumber, and plant extracts that soothe redness & irritation, fight inflammation, balance the skin's bacteria, and prepare the skin for optimal nutrient absorption. (It smells lovely, too!) This step is absolutely essential before the next step and does not require rinsing. In fact, we call these 2 products our "Cleansing Duo" since they work hand in hand.

STEP 2:

RADIANT CLEANSING NECTAR

Saturate a cotton pad with 3-4 circles of Nectar and gently exfoliate the dead skin cells off your face. Extracts like Hawthorn Berry and Manuka oil kill bad bacteria and you'll actually see it come off on the cotton! Our Jojoba Oil mimics sebum, tricking the skin into thinking it is being lubricated by sebum, so those glands will stop producing sebum in excess. This leads to balancing the oil. This step alone is helping decongest the pore by removing trapped dead skin, oil, and bacteria. At the same time it deposits healing nutrients, antioxidants, essential fatty acids, and amino acids that sink deep into the skin. Do not rinse - we take pride in being a unique rinseless cleansing system!



STEP 3:

CLEAR SKIN ELIXIR

Use this overnight elixir to balance oil and replenish your face while you get your much-needed rest. The Raspberry Seed Oil - so soothing - helps soothe the skin with rich Omegas 3, 6, and 9, and reduces inflammation. The French Pink Clay, rich in healing minerals, helps in reducing acne breakouts by helping to pull out impurities from deep within the skin. It works by attaching to the bacteria in your pores and drawing them out. It's like a bacteria magnet! It smooths and refines pores, nourishing and repairing skin. Sustainably harvested above-seabed fossilized coral contains minerals to help repair damaged skin, and helps heal breakouts.

STEP 4:

FLAWLESS NOURISHMENT CREAM OR WATER CRÈME

Your choice - both moisturize with healing ingredients. The Flawless Nourishment Cream combines Rosehip, Camellia, and Pumpkin seed to provide deep moisture, balance oil production, soothes inflammation and even reduce the appearance of fine lines and wrinkles. The Flawless Water Crème is a lightweight moisturizer that balances oil production while providing rich moisture. Pre-biotics balance the skin's microbiome. Both contain Shea butter which is high in Vitamin F and other healthy fatty acids that act as strong anti-inflammatory elements which help reduce the appearance of acne scars. Both contain cupuacu butter high in Vitamin K, Vitamin E, and essential fatty acids. These powerful antioxidants kill off bacteria in acne, help encourage new cell growth and help smooth out scars left behind by acne.

What kinds of Vitamins and Minerals are in our Clear Skin Kit?

Over 40+ all-natural ingredients including:

Rosehip
Cucumber
Saw Palmetto
Apple Seed Oil
French Pink Clay
Manuka Oil
Hawthorn Berry
Camellia
Coral
Pumpkin Seed
Raspberry Seed Oil
Turmeric Root Extract
Grape Seed Extract
Chamomile Water
Jojoba Seed Oil
Grape Seed Oil
Sweet Almond Oil
And so much more.....

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