

Ever

AMBASSADOR GUIDE 2023



# SKINCARE AMBASSADOR



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# REVIEW

See for yourself—your favorite beauty editors are already fans of our clean, clinically proven formulas.

“When we realized that the formulas truly deliver, we knew we’d stumbled on something special.”

— Allure



## YOUTHFUL QUATTRO PEPTIDE FACE & EYE SERUM

“It will double as eye cream and save you a step. EverYouthful Quattro Peptide Face & Eye Serum is chock-full of wrinkle-smoothing peptides that are gentle enough for the delicate eye area.”

— Byrdie

“The new skincare line you need to know about.”

— Allure



“The daily at home facial has given me a beautiful dewy glow without a drop of makeup...the results in my skin have been incredible...This facial knocks it out of the park! Dull skin who? We don't know her”

- Amanda C



“The change in my skin's appearance was immediate! I continue to see an improvement in radiance, smoothness, and even firmness even after one year. ”

- Georgia G



START WITH THE  
EVER 30 DAY  
CHALLENGE



EVER is an award-winning, clean skincare line that is potent, patented and clean. We put our three most effective products in one daily experience to give you professional-grade facial results with less time and money. Allure has given the products Best of Beauty awards, Vogue called an item one of the top serums of 2021, and they all have 5 star reviews!

In 60 glorious seconds a day, you'll get instant results. In 30 days, you'll see an incredible transformation.

These powerful products are for all skin types. This is clean skincare at its most effective. Good for you, with no potentially harmful ingredients, and it delivers clinically proven results.

# THE DAILY AT HOME FACIAL

GIVE EVER 60 SECONDS A DAY,  
EVERY DAY, FOR 30 DAYS.  
REVEAL YOUR #BESTSKINEVER

Results to gain  
and nothing to lose.

- ALL PROVEN BEST SELLERS
- ALL SKIN TYPES & SHADES
- TRANSFORMATIVE RESULTS
- THE 3 STEPS MOST PEOPLE ARE MISSING FOR REAL RESULTS

"If my experience of having this create the best skin I've ever had for me is not true for you, send it back! "



**45-DAY, MONEY-BACK,  
EMPTY-BOTTLE GUARANTEE!**

THE THREE STEPS KEY TO  
**YOUR SKIN**  
TRANSFORMATION

**THE DAILY AT-HOME FACIAL**

Five-star rated. Multi award winning. Bestsellers. This daily routine delivers instant glow and transformational benefits for all skin types and forms the core of your skincare routine.

In other words: Best skin day EVER.



**STEP 1 – RENEW**

REVEAL BIOMIMETIC  
PEEL PADS

**2X ALLURE BEST  
OF BEAUTY WINNER**



**STEP 2 – LIFT**

YOUTHFUL QUATTRO  
PEPTIDE FACE & EYE  
SERUM

**OUR #1 BESTSELLER**



**STEP 3 – BRIGHTEN**

DAYTIME BRIGHTENING  
SERUM  
10% VITAMIN C BOOSTER

**AMONG VOGUE'S  
BEST SERUMS OF 2021**



real results on repeat  
**subscribe  
to save**

- 5% off your first order
- 10% off repeat orders
- 2x Beauty Rewards points
- Easily cancel/edit anytime

# GET RESULTS

What determines if you get real, visible results with topical skincare? We call it the big three:

1. Potency. The amount of bio-available active ingredients in the formula you are using matters. You not only need the right actives in name, you need a formula that keeps the actives stable and able to deliver those actives to your skin. The hormonal changes that naturally occur with aging change your skin. You need formulas that address the skin you are in today.
1. Application. The order of use, the amount you use, and when you use the products also matter. Sunscreen is a top example. Most people do not apply enough and do not reapply during the day. The level of SPF is too often the only thing people focus on.
1. Consistency of use. We all want instant results, but the reality is, great skin comes with continued use and maintains with consistent use. Your daily at-home facial routine will give you a gorgeous glow, but you need to stick to it to keep it.





# Ever

## Before & Happily EVER Afters

Blown away by real results? Share your story! Here are some tips and techniques on how to successfully share your results.

**#EVER30CHALLENGE**

### SHARE YOUR RESULTS!

#### BEFORE & AFTER TIPS

##### BEFORE EVER

- Feature only yourself
- Remove makeup
- Push hair back
- Take picture of full face
- Use a plain background in a well-lit room
- Must be in focus
- Cannot be altered or filtered

##### HAPPILY EVER AFTER

- Mark calendar for 30, 60, 90 days
- Mimic your "Before EVER" pic using the same lighting, background, camera, settings, and angle
- No makeup, DAYLIGHT is ok
- Cannot be altered or filtered
- Submit your results for a chance to win a free Regimen! [everskinresults.com](http://everskinresults.com)
- Share on social media and tag #EVER30Challenge, #EVERskin



FIND MORE ON OUR BLOG  
***THE EVER EDIT™***

# HOW TO SHARE & SELL EVER

- Share EVER on social media and get your first order
- Share your authentic #BESTSKINEVER transformation
- Plan to share EVER consistently with ease



## MAKE IT REEL | SHARE YOUR DAILY AT HOME FACIAL 1,2,3

Unbox your EVER daily at-home facial and make your love for EVER Products REEL! Share that you are starting your own transformation. Is anyone curious and wants to try it too?

- Share your code for a discount on top of our SKIN WIN special offer.
- Post your before pic
- show just how simple it is to use the products! Watch these examples.



## DAY 14 | POST YOUR REVIEW, GET BEAUTY REWARD POINTS

Post your review and share a simple statement about

- the skin concern you wanted to address
- why did you choose the product
- the experience of using the product (texture, scent)
- your results so far



## KEEP SHARING EVER WEEKLY ONLINE & ON THE GO

Just like consistency is key to getting skin results, sharing EVER consistently is key to getting sales. Set a share schedule to post about EVER on social media and set a goal and track one on one conversations you have about EVER. EASY POST PLANNER for each month.



## DAY 30 | 60 | 90 SHARE YOUR DAY EVER TRANSFORMATION

You did it! Post your own results by sharing your before and after pic 30 days into your EVER regimen use.

With consistent use, your own results will improve and be too good to keep to yourself! Keep your own glow going and sales growing Continue to share your before and after pics. TIP | set all 3 calendar reminders now!

## 45-DAY MONEY-BACK GUARANTEE

The best “sample” you have to offer is our 45-day money-back guarantee. Why? To get epic EVER results, you need to consistently use the right products, in the right order.



# what to post...

Can you see the difference? .  
Picture on left, I was 43. Picture on right 49 3/4.. I've finally discovered a way to apologize for using baby oil instead of sunscreen in my youth! Anyone else feels like their skin needs an apology ?



## ATRACT INTEREST

Use attraction marketing to build buzz for our products by sharing your authentic self and what you love. Post online, or pop up in person. Be a product of the product, use it / wear it / share it.



## INVITE INTERESTED PEOPLE

For those that show interest in your post or engage with you at events, invite them to shop. Tag them in a pinned post about the product they've indicated an interest in. In-person, let friends try their own at-home facial



## MESSAGE YOUR LINK+ DISCOUNT CODE

Message easy to shop, personal recommendations. Share a shopping cart with your link with \$10 off for a new customer who has never shopped EVER before.

“My new holy grail!...  
Absorbs well, my skin has  
never looked so glowy  
& bright. I’ve already  
purchased another one.”

– Sybil S.



# words to say...



## **DAILY EVER CONVERSATIONS**

Every day is an opportunity to share EVER. On the go, at work, on the soccer sidelines, or at a social gathering. You don't need to memorize a pitch. Just engage in natural conversation and share your product passion!

### **HOW ARE YOU?**

"Great! I have been busy with a new focus: sharing EVER Skincare as an Ambassador, and it's really exciting! How are you?"

### **WHAT'S NEW WITH YOU?**

"I've got exciting changes going on with work. I've partnered with a mission-driven and award-winning clean beauty brand to really grow the business. I'm just loving it! I'm curious... have you ever heard of EVER? What do you do? Tell me more about yourself?"

### **BASED ON THEIR RESPONSE, END WITH AN AUTHENTIC ASK:**

- Are you happy with your current skin routine results?
- Have you done a clean sweep of your daily products?
- Do you know anyone who would want to help grow this brand too?

### **ASK FOR CONTACT INFO TO FOLLOW UP**

- Put your # into my phone and I'll text you to share a link for more info and some samples.
- What's your Instagram handle? I'll DM you about samples.

### **MAKE IT PERSONAL**

- Why do you love EVER products? What change have you seen?
- What intrigued you to join as an Ambassador?

# THE ORDER OF EVER

## GET THE BEST RESULTS

There is an order to beauty: our products are formulated to work synergistically together. Find the order of use and AM/PM on the back of each core skincare item. Use our products consistently, in the right order, to get your #BESTSKINEVER! In general, you exfoliate first so actives can absorb into your skin. Then, you apply thinner products before thicker formulas so the thinner ones can absorb into your skin.



1.

### CLEANSE

CHOOSE ACCORDING TO YOUR SKIN TYPE



2.

### RENEW

REVEAL BIOMIMETIC PEEL PADS



3.

### LIFT

YOUTHFUL QUATTRO PEPTIDE FACE & EYE SERUM



4.

### BRIGHTEN

DAYTIME BRIGHTENING SERUM 10% VITAMIN C BOOSTER



5.

### DAYTIME MOISTURIZER

FLAWLESS SOFT



6.

### SPF PROTECTION

DAYLIGHT RADIANCE



P.M.

7.

### REPLENISH

CHOOSE HYDRALIFT

# DIY FACIAL EVENT



## SPA FUN WITH FRIENDS!

Want to fast track getting added rewards with 10 customer orders? Try a simple facial event at your home. Invite friends to swing by for an hour and try the EVER products. Keep it super simple – set it up on the kitchen table or counter

Set Up  
Products  
to Share

- Full-size product of the DAHF. Add cleansers & moisturizers if you have them.
- Keep it hygienic. A tiny spoon/cheese knife works to dip into bottles vs using fingers
- [Digital EVER 101 Guide](#) PDF on a tablet or laptop

Mingle  
7:00 PM

Let's talk about the 3 steps most people are missing to get their best skin EVER! You get to try it in our Daily At Home Facial. Instruct all to use while you narrate steps using EVER 101 Guide.

DIY Facial  
7:15-7:25 PM

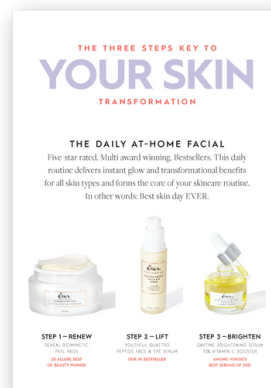
Use the [Digital EVER 101 Guide](#) to address skin type and concerns. Recommend bookends + boosts. The best value is a set on Subscribe to Save

### EVER 101 GUIDE:

No need to memorize! Use the guide like notecards

Share a Cart  
via Text. Offer  
Your Discount  
Code to new  
customers.

7:30 PM





# WHY EVER? YOUR BEST SKIN EVER.

## SUGGESTED WORDS TO SHARE

The results come from our clean, potent, and patented formulas. Especially when we help people discover the 3 critical steps most people skip that keep them from having their best skin ever.

### **45-DAY, MONEY-BACK, EMPTY-BOTTLE GUARANTEE!**

Most of my customers are curious about how to get a full EVER clean routine. It's simple! You bookend our base system of the Daily At Home Facial with a cleanser before and a moisturizer after.

Can I recommend which of our amazing cleansers and moisturizers would be right for your skin type?

If you have other concern areas you'd like to address such as hormonal breakouts, puffy, tired eyes, etc., we can boost your results by adding on targeted treatments.

Many people clean and moisturize, but in your 30s, there is more you can do. Wondering exactly what that is? Come try it - the EVER Daily At Home Facial. You are only 60 seconds away from making every day your best skin day EVER. Peel, treat, brighten.

Once you see EVER results, you will never go back! How much did you pay for your last facial? Or a laser treatment in an attempt to remove dark spots from sun damage?

Put it into perspective, and it's worth every penny! And, I will give you some key savings tips!

- Save 15% on the discounted SET of 5 or more skincare products!
- Save an additional 5% with Subscribe to Save, plus get loyalty points you can redeem for future discounts. Cancel easily any time, and save even more on repeat orders. You get free shipping on orders over \$100/ \$125 CAD. Taxes and any duties still apply.





## COMMON QUESTIONS/OBJECTIONS

I ALREADY  
USE  
SKINCARE  
I LIKE.

I get it! I did too before I tried EVER. Are you happy with your results, or are there any other concerns you'd like to address? I found EVER did more for me than my previous products. Would you be interested in giving it a try to see if you can get even better results? Keep in mind, we offer a 45-day money-back guarantee, so you have nothing to lose! You could be just 60 seconds a day away from your BEST SKIN EVER!

I ONLY  
WASH MY  
FACE!

I hear you. I only did that too until I realized I could get better results by adding just a few more simple steps. Lots of women only cleanse and moisturize, but as you age and your skin loses collagen, it's really impactful to add in the exfoliate and treat steps. For better results, would you want to try it?

IS EVER  
ALL  
NATURAL?

No. EVER's potent product formulas combine the best of both worlds— high-powered botanicals with safe, effective non-botanicals such as peptides and hyaluronic acids to boost results. Many natural ingredients deliver benefits, and some synthetics have questionable health implications or can be harsh to the skin. Natural isn't always good, and synthetic isn't always bad. Think about it: poison ivy is natural, and aspirin is synthetic! Our chemists sort through the good and bad and use only ingredients known to be good for you — no compromises and full transparency. We adhere to a rigorous formulation standard and test according to EU Safety Standards — the strictest in the industry — as well as opt-out of additional ingredients that may be potentially harmful to you or the planet.

HOW ARE  
YOU  
DIFFERENT  
FROM X  
BRAND?

While I'm not an expert on other product lines, I can tell you that 1) You will see the answer in the mirror in 30 days — money back guaranteed! Results set EVER's CLEANICAL skincare line apart. The visible results are driven by our patented, potent, and proprietary bioactive complex. 2) EVER's product credo is to formulate with only ingredients good for you and the planet, and 3) We put 3 of our most effective products, the 3 steps most people are missing, into a Daily At Home Facial. If you can add this in to the items you are already using and have a risk-free way to see your own results, can you think of any reason why you wouldn't want to give it a try?

I HAVE SOME  
OTHER  
PRODUCTS  
TO USE UP,  
MAYBE LATER

I hear from you! I always had a lot of stuff to use up under my sink. For the longest time, I didn't prioritize getting better results. I was skeptical that using something else was actually going to make a real difference. I figured with the guarantee, and my friends results, why not try it? Since it's easy and risk-free with our Daily At Home Facial and our 45-day, money-back guarantee, would you be excited to get started so you can start to see results as soon as next week? Your future self will love it!

# YOUR BEST SKIN

*Ever*

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## PRODUCT EDUCATION

About EVER Clean Formulas

About LSR10

The Order of Use

Serums Simplified

Product Videos

Product Information Sheets

Skin Aging Summary

Skin Type Summary

Product By Skin Type & Skin Concern Chart

## CLEAN & CONSCIOUS

All EVER products are consciously developed with the health and beauty of skin and the world in mind. We comply with strict EU standards and self select out of additional ingredients. Only ingredients that meet our strict performance, safety, and sustainability standards go into EVER products. We create products based on global regulations, emerging scientific studies, and the environmental impact of our formulations, practices, and packaging.



## PROPRIETARY, POTENCY, PROOF

- Our products feature clinically proven active ingredients that are exclusive and first-to-market: LSR-10- Pure Results Regimen; Superfruit Complex- LAVISH, SKINnectura, and BioPlasma™
- We focus on the potency, stability, and effectiveness of all active ingredients.
- We validate that our formulas deliver visible results with independent, clinical testing. If it's not remarkably better than what is on the market, we don't bring it to market.

## SIMPLIFIED & LUXIFIED

### ORDER OF BEAUTY

Our simple clean routine can be customized for all skin types and each product is designed to work synergistically together to prep, penetrate, and treat the skin.

### LUXURIOUS TOO

A sensorial ritual as welcome as morning coffee and a respite at the end of each day.

*“THE NEW SKIN-CARE LINE YOU  
NEED TO KNOW ABOUT.”*

**- ALLURE**

# WHAT IS CLEANICAL™ SKINCARE?

## CLEAN INGREDIENTS. CLINICAL RESULTS.

Consciously developed with the health and beauty of the skin and our planet in mind,

## CLEAN BEAUTY

We are proud to adhere to strict European formulating standards while going above and beyond to exclude additional ingredients that may increase skin sensitivity or disrupt the environment.

## THE NEVER EVER LIST

- BHA & BHT
- Chemical Sunscreens
- Ethanolamines
- Hydroquinone
- Mineral Oils
- Microplastics
- Petrolatum
- Parabens
- Phthalates
- Propylene
- GlycolSulfates (SLES/SLS)
- Synthetic Fragrance
- All ingredients already banned in Europe

## CLINICAL RESULTS

It's not enough to just say "our products work." We take it a step further and validate our formulas with independent testing to ensure visible, next level results.



## WHAT SETS US APART

### OUR APPROACH

We strive to source our ingredients from ethical, trusted suppliers held to the highest standards of production.



Gluten Free



Natural  
Fragrance Only



Dermatologist  
Tested



Hypoallergenic



Cruelty-Free  
Leaping Bunny  
Certified

# Patented, Proprietary, Potent

The Pure Results Regimen is powered by our proprietary, patented LSR10® complex – to deliver smoother, brighter, and more youthful-looking skin. Not only is it totally clean, but it's scientifically proven to combat the top 10 signs of aging.

## LSR10®

LILIFLORA SCIENTIFIC RENEWAL  
X 10 VISIBLE SIGNS OF AGING

### AGE-DEFYING TRIO

#### MAGNOLIA BARK

Its antioxidant component Honokiol is 1000x more powerful than Vitamin E.

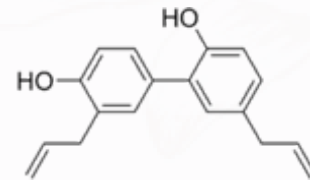
HONOKIOL, A POLYPHENOL FOUND IN MAGNOLIA OFFICINALIS, IS 1000X MORE POTENT THAN VITAMIN E AND IS BEING USED TO TREAT SKIN CANCER.

#### ECTOIN

A patented cell-protector binds moisture and reduces the visible effects of sun damage and premature aging.

#### ERGOTHIONEINE

An amino acid that minimizes the appearance of wrinkles and other visible effects of aging.



#### HOW DOES EVER ADDRESS SKIN AGING?

- LSR10, our patented bioactive complex is formulated to reduce inflammation, fight free radicals, and protect against environmental stress factors to reduce the top 10 visible signs of aging.
- Clinical-grade, efficacious levels of active botanicals, essential fatty acids, nutrients, brightening compounds to address. Concentrated peptides, which are proteins that can help boost collagen and support the skin's cellular matrix.
- The Order of Beauty. One product builds upon another and works with the body's own natural skin processes to help repair and regenerate.

#### Age Defying

FIGHT THE TOP 10 VISIBLE SIGNS OF AGING

- ✓ FINE LINES & WRINKLES
- ✓ LOSS OF ELASTICITY & FIRMNESS
- ✓ SPOTS & PIGMENTATION
- ✓ REDNESS
- ✓ LOSS OF RADIANCE
- ✓ UNEVEN TEXTURE
- ✓ UNEVEN TONE
- ✓ DULL SKIN
- ✓ DEHYDRATION
- ✓ THIN SKIN

# Order of Skincare

STEPS	A.M. ☀	P.M. ☾
CLEANSE 1	LUMINOUS, REFRESH, REBALANCE	BEAUTY WATER, LUMINOUS, REFRESH, REBALANCE
EXFOLIATE 2	REVEAL	REVEAL
TREAT 3	QUENCH, YOUTHFUL SERUM, DAYTIME SERUM	QUENCH, YOUTHFUL SERUM
EYES 4	YOUTHFUL EYE, REVIVE EYE	YOUTHFUL EYE, REVIVE EYE, SUBLIME EYE
CORRECT 5	REMEDY SPOT CORRECTOR	REMEDY SPOT CORRECTOR
MOISTURIZE 6	DAYLIGHT WITH SPF, CANVAS MOISTURIZER	HYDRALIFT
OILS/NIGHT 7		OVERNIGHT FACIAL OIL, YOUTHFUL NIGHT CONCENTRATE

\*Purify and Glowify Masks 1-2x Weekly, use after cleansers.

\*Overnight Facial Oil 3x per week. Alternate with Youthful Night.

# SERUMS, SIMPLIFIED

## WHEN TO APPLY A SERUM

- As a rule, serums should be the first products that touch your skin after cleansing and exfoliating in order to get the best results. Never apply them after your moisturizer as thicker creams and oils create a protective layer over your skin and hinder the absorption
- Leave time between applying your serums and moisturizers, to allow all of the ingredients to sink into your epidermis

You increase penetration by letting each step absorb for a minute – say, during the time it takes to brush your teeth – before applying a moisturizer.

Moisturizer is key.  
Moisturizers seals serums in on your skin, which can make them more effective.

As a rule, oils can penetrate moisturizers, but not vice versa

How many to use? How many results are you after?

## COCKTAILING SERUMS

Generally, experts recommend a maximum of three serums used at a, applied in a specific order. Combine serums into a cleanical cocktail by pumping a pine nut size dollop into your palm of each, then blending a bit, then applying. No need to warm it up, mix it up , or over rub over in your hands (unless you want the most gorgeous palms the world has ever seen). Get those actives to the face.

Apply the product with the lightest texture first, finishing with your heaviest layer.

Quench, which contains Hyaluronic acid, is a “water-based” treatment that will replenish your skin with hydration, making it better able to absorb other products. Apply mixed with, or before Youthful.

Rich Oil, like OFO, should be applied after water solutions, like Youthful, and after heavy creams, like Hydralift rich.

See which way works for you.

EASY TO SHARE

# PRODUCT VIDEO SPOTLIGHTS



INTRO TO EVER



REGIMEN WALK THRU



YOUTHFUL SERUM



DAYLIGHT



HYDRALIFT



OVERNIGHT FACIAL OIL



SMOOTH PEPTIDE LIP THERAPY



LAVISH



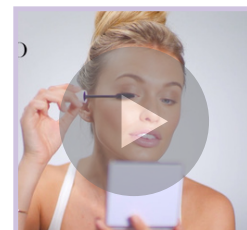
REGIMEN SIZZLE



LAVISH

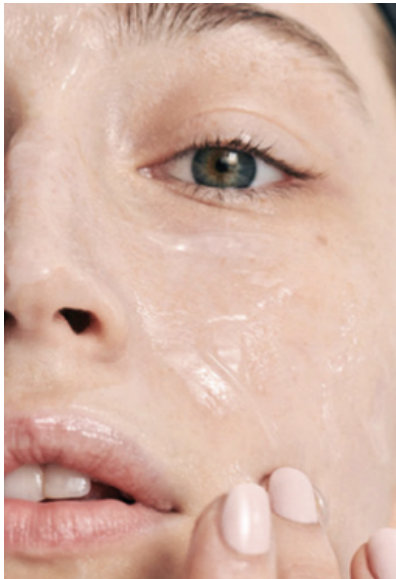


YOUTHFUL COLLECTION



WHIPLASH



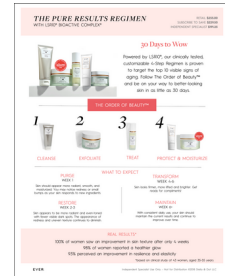


# PRODUCT EDUCATION SHEETS

The Pure Results Regimen is powered by our proprietary, patented LSR10® complex— to deliver smoother, brighter, and more youthful-looking skin. Not only is it totally clean, but it's scientifically proven to combat the top 10 signs of aging.

## SKINCARE REGIMENS

- [PURE RESULTS REGIMEN WITH LSR10® US / CA](#)
- [REGIMEN COMPARISON](#)



## EXFOLIATORS & CLEANSERS

- [REVEAL Biomimetic Peel Pads](#)
- [REBALANCE Gentle Purifying, Cleanser](#)
- [REFRESH Soft Foaming, Cleanser](#)
- [LUMINOUS Nutrient-Rich Cleansing Balm](#)
- [BEAUTY WATER Makeup Removing Cleanser](#)

## SERUMS/FACIAL OILS & HYDRATORS

- [YOUTHFUL Quattro Peptide Face & Eye Serum with LSR10®](#)
- [YOUTHFUL Restorative Night Concentrate with LSR10®](#)
- [YOUTHFUL Essential Eye Concentrate with LSR10®](#)
- [DAYTIME Brightening Serum, 10% Vitamin C Booster](#)
- [OVERNIGHT FACIAL Cellular Renewal Oil](#)
- [QUENCH Advanced Hydrating Booster](#)
- [SMOOTH Peptide Lip Therapy](#)

## MOISTURIZERS

- [HYDRALIFT RICH Moisture Injection Cream](#)
- [HYDRALIFT Moisture Injection Cream with LSR10®](#)
- [DAYLIGHT Radiance Tinted Moisturizer Broad Spectrum Sunscreen SPF 32 with LSR10® US / CA](#)

## ENHANCERS

- [PURIFY Deep Clean Detox Mask](#)
- [GLOWIFY Brightening Metallic Mask](#)
- [SHINE SHIELD Oil Control Mattifying Gel](#)
- [SUBLIME Retinol Eye Wrinkle Smoother™ with LSR10®](#)
- [GLOWTION Brightening Gel](#)
- [REVIVE Intensive Eye Lift with with LSR10®](#)

## BODY

- [LAVISH Ultra Rich Body Butter](#)
- [LAVISH Restorative Hand & Nail Cream](#)
- [LAVISH Rinse-free Hand Wash](#)
- [POLISH Lemon Sugar Body Scrub](#)
- [VACAY Self Tanning Drops](#)

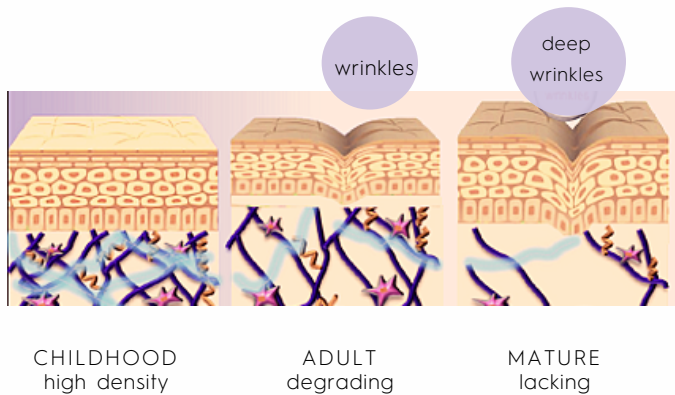
## MAKEUP

- [WHIPLASH Speed Volumizing Mascara](#)
- [OUT THE DOOR Cheek & Eye Palette](#)
- [FLASH Power Plumping Lip Gloss](#)
- [FOREVER Longwear Liquid Lip Color](#)
- [FRAME Precision Brow Pencil](#)
- [FOREVER Daily Facial Foundation](#)
- [BLUR Perfecting Face Powder](#)

# Skin Facts

## WHAT IS SKIN AGING?

Our skin ages for a variety of reasons and involves collagen, elastin, and hyaluronic acid breaking down and causing our skin to lose its firmness, density, and elasticity.



## WHAT CAUSES SKIN AGING?

### EXPOSURE TO SUNLIGHT IS THE SINGLE BIGGEST CULPRIT IN AGING SKIN.

Dark spots and uneven skin tone are a result of sun damage. UV rays prompt cells to produce excess pigment to defend the skin against sun damage.

### REDUCED HYDRATION LEVELS

With less hyaluronic acid, cells lose the ability to hold on to water. The skin's barrier becomes less efficient over time as well and allows water to evaporate from the skin.

### CELLULAR INFLAMMATION

breaks the cell structure and can lead to wrinkles, loss of radiance, discoloration, redness and thin skin.

### CELLULAR TURNOVER SLOWS

The cycle of cell production and replacement slows down as we age. As a baby, your skin cells turned over in 3-5 days. As we age, the process dramatically slows. By the time we are 30, turnover slows to 28-45 days, and up to 60 days by the time we are 40. This causes dead cells to accumulate on the surface of our skin, causing sagging, dull, dry skin, lines wrinkles and deep folds.

[FIND MORE ON OUR BLOG](#)  
***THE EVER EDIT™***

## COLLAGEN

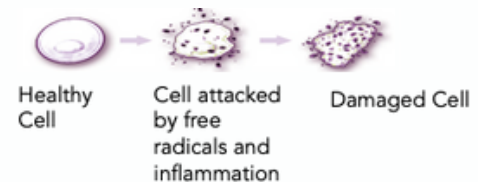
A fiber protein that makes up ~70% of skin foundation that keeps our skin firm and tight. Collagen production declines with age. Ultraviolet radiation and smoking also reduce collagen production. Eating too much sugar and refined carbs interferes with collagen's ability to repair itself.

## ELASTIN

A key protein that helps skin to return to its original position when it is poked or pinched. These "springs" give our skin cushion and bounce. As we age, elastin declines. Environmental and lifestyle factors like sun exposure, air pollution, poor nutrition, and smoking can worsen and accelerate elastosis- the loss of elastin.

## HYALURONIC ACID

A naturally occurring substance found primarily in the skin's connective tissue. Its job is to maintain moisture and keep skin lubricated. Hyaluronic acid becomes depleted by ultraviolet (UV) ray exposure and by aging.



**AFTER AGE OF 25, A PERSON PRODUCES ~ 1 % LESS COLLAGEN IN THE SKIN EACH YEAR.**

**IN THE FIRST 5 YEARS OF MENOPAUSE, WOMEN'S SKIN LOSES AROUND 30% OF ITS COLLAGEN.**

**SKIN IS THE BODY'S LARGEST ORGAN.**

**BEFORE THE AGE OF 50 AND AFTER AGE 60, FEMALE FACES AGE—ON AVERAGE—ABOUT TWICE AS FAST AS MALE FACES.**

# The 3 Main Skin Types

## NORMAL / COMBO SKIN

'Normal', or eudermic, skin is well-balanced. The T-zone (forehead, chin and nose) may be a bit oily, but overall sebum and moisture is balanced. It is actually NORMAL to have more oil in your T-zone and some shine. Normal skin has:

- fine pores
- good blood circulation
- a generally smooth texture
- infrequent blemishes
- not overly prone to sensitivity.

Your 'skin types' can change seasonally or based on climate and location. Most people will be dry in winter and oily in summer.

## DRY SKIN

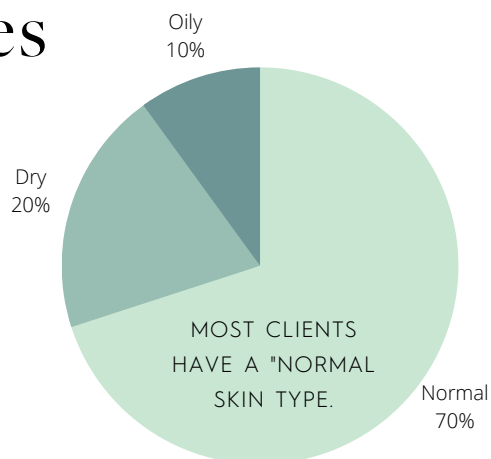
'Dry' skin produces less sebum than normal skin. Significantly more women suffer from dry skin than men and all skin gets dryer as it ages. As a result, dry skin lacks the lipids that it needs to retain moisture and build a protective shield against external influences. This leads to an impaired barrier function.

DRY SKIN IS CHARACTERIZED BY:

- Tight and a rough feeling
- More pronounced wrinkles and lines.

Dry skin is caused by:

- not drinking enough liquids
- Spending too much time in the sun
- Being in very dry air
- Smoking
- Feeling stress
- Losing sweat and oil glands, which is common with age
- a lack of natural moisturizing factors like urea, amino acids and lactic acid that help to bind in water.
- Epidermal lipids such as ceramides, fatty acids and cholesterol which are needed for a healthy skin barrier function



## OILY SKIN

'Oily' skin produces more sebum production and tends to be shiny all over their face..

Usually, if you are truly an oily type, you really know it! You don't necessarily have blemishes with oily skin but are prone to acne.

OILY SKIN IS CHARACTERIZED BY:

- a glossy shine
- enlarged, visible pores
- blackheads, whiteheads

A number of issues trigger the over production of sebum:

- Genetics
- Hormonal changes and imbalances
- Medication
- Stress
- Comedogenic make-up products that cause irritation.

## WHAT ABOUT SENSITIVE SKIN?

Sensitive skin isn't necessarily a permanent skin type, but rather one that can be caused if you over-scrub or over-exfoliate, or be triggered by heat, alcohol or stress. Sensitive skin types may have acne, rosacea or be prone to rashes. Sensitive skin is prone to inflammation, stinging, burning or rashes.

FIND MORE ON OUR BLOG

*THE EVER EDIT™*



WHAT DO YOU HAVE FOR...

# Skin Types & Concerns

You don't have to be a dermatologist to share the right clean routine with your clients. Use these simple charts to recommend the right products by skin type.

		NORMAL/ COMBO	DRY	BLEMISH PRONE	SENSITIVE
STEP 1: CLEANSE	LUMINOUS	X	X		X
	REFRESH	X	X	X	X
	REBALANCE	X		X	X
STEP 2: EXFOLIATE	REVEAL	X	Unlimited	Unlimited	2-3 xs week
STEP 3: TREAT	YOUTHFUL	X	X	on dry areas	on dry areas
STEP 4: PROTECT/ MOISTURIZE	DAYLIGHT AM: clear or tinted	X	X	on dry areas	on dry areas
	HYDRALIFT PM	REGULAR/ RICH	RICH	OIL-FREE	on dry areas

# PRODUCTS BY CONCERN

CONCERN	STEP 1: CLEANSE	STEP 2: EXFOLIATE	STEP 3: TREAT	STEP 4: PROTECT/ MOISTURIZE	ENCHANCE
FINE LINES & WRINKLES	<ul style="list-style-type: none"> <li>• Refresh</li> <li>• Reveal</li> <li>• Luminous</li> </ul>	<ul style="list-style-type: none"> <li>• REVEAL</li> </ul>	<ul style="list-style-type: none"> <li>• YOUTHFUL</li> </ul>	<ul style="list-style-type: none"> <li>• DAYLIGHT</li> <li>• GLOWTION Brightening Gel</li> <li>• Hydralift Moisture Injection (Original, Rich &amp; Oil-free)</li> </ul>	<ul style="list-style-type: none"> <li>• Quench Advanced Hydrating Booster</li> <li>• GLOWIFY Brightening Metallic Mask</li> <li>• YOUTHFUL Restorative Night Concentrate</li> <li>• SUBLIME Retinol Eye Wrinkle Smoother™ with LSR10®</li> <li>• Overnight Facial Cellular Renewal Oil</li> </ul>
DULL SKIN	<ul style="list-style-type: none"> <li>• Refresh</li> <li>• Reveal</li> <li>• Luminous</li> </ul>	<ul style="list-style-type: none"> <li>• REVEAL</li> </ul>	<ul style="list-style-type: none"> <li>• YOUTHFUL</li> <li>• Daytime Brightening Serum, 10% Vitamin C Booster</li> </ul>	<ul style="list-style-type: none"> <li>• DAYLIGHT</li> <li>• GLOWTION Brightening Gel</li> <li>• Hydralift Moisture Injection (Original, Rich &amp; Oil-free)</li> </ul>	<ul style="list-style-type: none"> <li>• Quench Advanced Hydrating Booster</li> <li>• GLOWIFY Brightening Metallic Mask</li> <li>• YOUTHFUL Restorative Night Concentrate</li> <li>• SUBLIME Retinol Eye Wrinkle Smoother™ with LSR10®</li> <li>• Overnight Facial Cellular Renewal Oil</li> </ul>
AGE SPOTS		<ul style="list-style-type: none"> <li>• REVEAL</li> </ul>	<ul style="list-style-type: none"> <li>• Daytime Brightening Serum, 10% Vitamin C Booster</li> </ul>		<ul style="list-style-type: none"> <li>• REMEDY Blemish and Dark Spot Corrector</li> </ul>
REDNESS		<ul style="list-style-type: none"> <li>• REVEAL</li> </ul>	<ul style="list-style-type: none"> <li>• YOUTHFUL</li> </ul>		<ul style="list-style-type: none"> <li>• PURIFY Deep Clean Detox Mask</li> <li>• REMEDY Blemish and Dark Spot Corrector</li> </ul>
DRY, FLAKY SKIN	<ul style="list-style-type: none"> <li>• Refresh</li> </ul>	<ul style="list-style-type: none"> <li>• REVEAL</li> </ul>	<ul style="list-style-type: none"> <li>• Youthful</li> <li>• Daytime Brightening Serum, 10% Vitamin C Booster</li> </ul>	<ul style="list-style-type: none"> <li>• Hydralift Rich Moisture Injection</li> </ul>	<ul style="list-style-type: none"> <li>• Quench Advanced Hydrating Booster</li> <li>• YOUTHFUL Restorative Night Concentrate</li> <li>• Overnight Facial Cellular Renewal Oil</li> </ul>

# PRODUCTS BY CONCERN

CONCERN	STEP 1: CLEANSE	STEP 2: EXFOLIATE	STEP 3: TREAT	STEP 4: PROTECT/ MOISTURIZE	ENCHANCE
ACNE, BREAKOUTS	<ul style="list-style-type: none"> <li>Refresh</li> <li>Luminous</li> </ul>	<ul style="list-style-type: none"> <li>REVEAL</li> </ul>	<ul style="list-style-type: none"> <li>YOUTHFUL</li> </ul>	<ul style="list-style-type: none"> <li>DAYLIGHT</li> <li>GLOWTION Brightening Gel</li> </ul>	<ul style="list-style-type: none"> <li>Quench Advanced Hydrating Booster</li> <li>Overnight Facial Cellular Renewal Oil</li> <li>PURIFY Deep Clean Detox Mask</li> <li>REMEDY Blemish and Dark Spot Corrector</li> </ul>
OILY SKIN	<ul style="list-style-type: none"> <li>Rebalance</li> </ul>		<ul style="list-style-type: none"> <li>SHINE SHIELD Oil Control Mattifying Gel</li> </ul>	<ul style="list-style-type: none"> <li>Hydralift Moisture Injection</li> </ul>	<ul style="list-style-type: none"> <li>Quench Advanced Hydrating Booster</li> <li>Overnight Facial Cellular Renewal Oil</li> <li>PURIFY Deep Clean Detox Mask</li> <li>REMEDY Blemish and Dark Spot Corrector</li> </ul>
PORE SIZE	<ul style="list-style-type: none"> <li>BEAUTY WATER Makeup removing cleanser</li> <li>REBALANCE Gentle Purifying Cleanser</li> </ul>	<ul style="list-style-type: none"> <li>REVEAL</li> </ul>	<ul style="list-style-type: none"> <li>SHINE SHIELD Oil Control Mattifying Gel</li> </ul>		<ul style="list-style-type: none"> <li>Overnight Facial Cellular Renewal Oil</li> <li>REMEDY Blemish and Dark Spot Corrector</li> </ul>
UNEVEN SKINTONE & TONE		<ul style="list-style-type: none"> <li>REVEAL</li> </ul>	<ul style="list-style-type: none"> <li>YOUTHFUL Daytime Brightening Serum, 10% Vitamin C Booster</li> </ul>		<ul style="list-style-type: none"> <li>PURIFY Deep Clean Detox Mask</li> <li>REMEDY Blemish and Dark Spot Corrector</li> </ul>
DARK CIRCLES			<ul style="list-style-type: none"> <li>YOUTHFUL Eye Cream with LSR10®</li> <li>REVIVE Intensive Eye Lift</li> </ul>		<ul style="list-style-type: none"> <li>SUBLIME Retinol Eye Wrinkle Smoother™ with LSR10</li> </ul>
ANTI-AGING	<ul style="list-style-type: none"> <li>Refresh</li> </ul>	<ul style="list-style-type: none"> <li>REVEAL</li> </ul>	<ul style="list-style-type: none"> <li>YOUTHFUL Daytime Brightening Serum, 10% Vitamin C Booster</li> </ul>	<ul style="list-style-type: none"> <li>DAYLIGHT</li> <li>GLOWTION Brightening Gel</li> <li>Hydralift Moisture Injection</li> </ul>	<ul style="list-style-type: none"> <li>YOUTHFUL Restorative Night Concentrate</li> <li>SUBLIME Retinol Eye Wrinkle Smoother™ with LSR10®</li> </ul>