

# how to get healthy skin

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## story highlights

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Learn how to put together the correct skincare routine for four different skin concerns: soothing, firming, brightening and hydrating.

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Raise your hand if you're looking for a gorgeous, healthy glow. (We'll wait.) Now that we're pretty sure every hand is up, we have a feeling your next question is — but how do I do it? No matter what your skin type or concern, we're here to help! It's important to note that getting healthy skin is a byproduct of regularly updating your skincare routine in response to both skin and seasonal changes. Your skin will be a reflection of how you're responding to those changes!

Read on to find out how to put together a skincare routine for healthy, glowing skin.

## the four steps every skincare regimen needs

**Step 1:** Cleanse the skin. We actually recommend Double Cleansing — first with an oil-based cleanser, then with a water-or surfactant-based cleanser.

**Step 2:** Tone and refresh.

**Step 3:** Give skin what it needs, when and where needed.

**Smart Response Serum** uses **SmartResponse Technology** — a revolutionary combination of four targeted active ingredients — to deliver what skin needs, when and where it needs it. We recommend this serum for each of the four regimens, as it:

- Responds to dehydration signals, helping skin maintain optimal hydration levels
- Brightens and helps reduce the appearance of dark spots
- Helps to protect stressed skin against free radicals, helping to soothe and reduce the appearance of redness
- Visibly smoothes and provides a firming effect, responding to the first signs of visible skin aging to help improve the look of fine lines and wrinkles

**Step 4:** Protect with SPF — every day!

## the soothing skincare regimen

*The cleansers.* Begin with **PreCleanse**, a deep-cleansing oil that melts make-up and impurities from skin. **UltraCalming Cleanser** is a gentle cleansing gel/cream for reactive skin — the pH-balanced, non-foaming formula helps calm and cool sensitized skin.

*The toner.* **UltraCalming Mist** is a lightweight mist with Oat, botanicals, and Aloe to help soothe, strengthen and support natural moisture balance.

*The SPF.* **Invisible Physical Defense** features only non-nano Zinc Oxide to blend easily on skin, while a bio-active Mushroom Complex helps soothe and reduce UV-induced redness and dryness.

## the firming skincare regimen

*The cleansers.* Begin with **PreCleanse** to thoroughly melt away layers of excess sebum (oil), waterproof make-up and environmental pollutants. **Skin Resurfacing Cleanser** is a two-in-one cleanser and exfoliant formulated with Lactic Acid concentrate to remove dulling surface debris and help you achieve smooth, ultra-clean skin.

*The toner.* **Antioxidant Hydramist** is a convenient mist-on formula that supplements skin's protective barrier, creating an active antioxidant shield to help fight free radical assault. Pea Extract also helps to firm skin.

*The SPF.* **Dynamic Skin Recovery SPF 50** is a broad spectrum moisturizer that helps combat the appearance of skin aging, thanks to antioxidant White Tea and a unique polypeptide.

## the brightening skincare regimen

*The cleansers.* Start with **PreCleanse** to achieve ultra clean, healthy-looking skin. **Special Cleansing Gel** is a soap-free, foaming gel cleanser that thoroughly removes impurities without disturbing the skin's natural moisture balance.

*The SPF.* **PowerBright Moisturizer SPF 50** contains Brown Algae to help combat oxidative stress caused by air pollution, while Niacinamide helps reduce the appearance of uneven pigmentation and balance skin tone.

*Bonus:* The Overnight Cream. Fade dark spots while you sleep with **PowerBright Overnight Cream**. This nourishing nighttime cream optimizes skin moisture recovery and helps restore luminosity. Use this after applying **Smart Response Serum**.

## the hydrating skincare regimen

*The cleansers.* **PreCleanse Balm** is a water-activated, balm-to-oil version of **PreCleanse** that melts away impurities and make-up from skin. Its Botanical Biolipid Complex locks in hydration and reinforces the moisture barrier, while Apricot Kernel Oil helps nourish skin. **Special Cleansing Gel** contains naturally-foaming Quillaja Saponaria to gently rinse away toxins and debris, leaving skin feeling smooth and clean.

*The toner.* **Multi-Active Toner** is an ultra-light toner with moisture-binding humectants to help condition and prep the skin for proper moisture absorption.

*The SPF.* **Prisma Protect SPF 30** is a light-activated multitasking moisturizer that helps boost skin's natural luminosity, protect skin against pollution and UV damage, maintain even skin tone and provide all-day hydration.