

## Tips for Perfect Skincare

We all know the basics of skin care: cleansing, toning and moisturizing. But exfoliation, masques, and serums are often overlooked.

### Why exfoliate?

Exfoliation is the key to vibrant skin. Regular exfoliation is to remove the hard keratin layer build up that brings luminosity and clarity to the skin. For younger skin, exfoliation unplugs pores and keeps skin clear and smooth. For mature skin, exfoliation is essential to help minimize fine lines, remove dry flakes, and to revive sluggish skin.

### Why use masques?

Using a face masque once or twice a week will dramatically increase the elasticity and health of your skin. Treatment masques can be used to control acne, rosacea, dryness, and oiliness. To find the most effective masques for your skin type ask the Esthetician about our Certified Organic Products.

### Why use serums?

Serums are secret beauty elixirs that infuse skin with pure vitamins and herbs. Serums applied as the last step before moisturizing after your skin has been cleansed and toned. The light liposome base of the serum ensures deep penetration into the skin to impart a healthy glow from within. The active ingredients plump and smooth skin to give it a luxuriously youthful look. Serums often get overlooked but are to be used with all skin types to treat skin problems or to fight the signs of aging.

### Why get regular facials?

Did you know that your skin is the largest organ our body? By maintaining healthy skin, we increase the body's ability to get rid of toxins and allow proper exchange of oxygen through the skin. Our skin is our protective suit and first line of defense against the outside world, and that is why it is important to continually preserve the health of our skin. Getting regular facials, preferably every four to six weeks because that's how long it takes the skin to regenerate, is the best way to maintain healthy skin. Facial massage helps stimulate red blood cells, which in turn encourages the production of collagen, a major component for skin elasticity and strength. Facials also help create a balance of oil and hydration of the skin, helping you keep an even skin tone and giving your skin a glow of youthfulness. In addition, facials can help correct and prevent such problems as acne, rosacea, sun-damage, premature aging, and excessive oiliness or dryness.