



## DAILY SKINCARE REGIMEN

NORMAL / COMBINATION

Daily cleaning of your skin is essential in keeping your skin healthy and free from dirt, dust, oil, and other pollutants that may clog your pores and follicles. A daily regimen doesn't have to require a ton of products, multiple steps, or be super complex in order to be effective. Keep it simple, keep up with it, and modify where and when you need to.

Please keep in mind, whenever you begin a new regimen with new products, you **may** sometimes experience breakouts within the first week, **this is normal**. Your skin is reacting to the products and has begun purging internal contaminants and impurities out. This means that the products are working and should subside within a few days.

### PROPER STEPS FOR A DAILY REGIMEN

#### A.M. – NORMAL / COMBINATION SKIN

1. Wash your hands – Very important!
2. Cleansing – Start by applying lukewarm water to your face. Apply a gentle foaming cleanser, and lightly rub your face with your fingertips remembering to be gentle around your eye areas. Be sure to get all around your nose, especially the crease where the base of your nose meets your cheek and upper lip.
3. Toner – (optional but recommended) Toners are used to balance the Ph of your skin. If you have a pump spray, spritz a couple times in the air above your face and let it fall onto your skin. If you have a bottle type toner, apply it to a facial cotton round and lightly apply to your face.
4. Hyaluronic Acid – (highly recommended) If you are using a serum containing H.A., this is where you would apply it to a lightly damp face.
5. Actives – This is where you would apply any day serums or treatments. Eye treatments, retinoids, or any special medicated lotions or creams. Golden rule is to apply the thinnest to thickest.
6. Moisturizer – Apply to face and neck. Moisturizer ensures that the skin maintains its hydro barrier to prevent skin from drying out and flaking. Your moisturizer shouldn't be heavy or leave your skin feeling oily afterwards.
7. Sun Protection Factor (SPF) – 30 is the minimum & 50 is perfect, any higher is overkill. And yes, even if the sun isn't shining or it is gloomy outside you should still wear your SPF. UVA and UVB rays penetrate though clouds and you can (and will) still burn. **NOTE:** Some moisturizers contain SPF and this will make one less step for you to remember. SPF should be reapplied as needed, so if you are active in the sun you will need to reapply more often than if you are inside most of the day.
8. Primer/Cosmetics – Once you have your SPF established, you are good to apply a primer and begin with make-up application. SPF in cosmetics is minimal and **not a replacement for Step 7!**

## P.M. – NORMAL / COMBINATION SKIN

1. Wash your hands – Very important!
2. Remove cosmetics – While cleansers do work, it is recommended that you use micellar water and gently remove make-up using soft cotton rounds. Refrain from using make-up wipes regularly, as they are harsher on the skin.
3. Cleansing – For evening cleansing it is recommended that you “Double Cleanse.” Begin with an oil-based cleanser following the application method used in the A.M., rinse your face and neck, then follow with the gentle foaming cleanser using the same application method, then rinse. Remember to use lukewarm water.
4. Exfoliation – Exfoliating helps to remove dead skin cells and build-up off your skin.

**IMPORTANT:** Keep in mind that you should only be exfoliating 2 to 3 times a week. It is possible to over exfoliate your skin, which will create microtears and can introduce bacteria, dry out your skin, or cause other problems with your skin. Apply like the cleansers remembering to be gentle in the eye areas and to include your neck before rinsing.

5. Toner – (optional) Apply your toner with cotton rounds or spritzing in the air and letting it fall onto your skin.
6. Mask – (optional) While not necessary, this would be the ideal time to apply a mask. Sheet mask, mud mask, gel mask, the possibilities are endless. This step is great for weekends or special occasions. Masks do have benefits, however, not enough to incorporate them into a daily regimen.
7. Actives/Essences/Serums – (optional) If you have a special serum or essence, this is where you would apply them. If you have more than one, the general rule of thumb is to apply them from the thinnest to the thickest.
8. Moisturizer – Yes, your skin needs moisturizer at night too. It is best to get a lightweight P.M. moisturizer as they are formulated to absorb quicker and be less likely to leave marks on your sheets.

## GENERAL NOTES

Remember, there is no such thing as “the best product” because everyone has unique skin needs. Start with products that are familiar to you and branch out a little over time. When adding in new products or switching one product for another, try to add them one at a time so you can see if that one product makes the difference you were looking for. Results from new products typically take anywhere from a week to three weeks before being noticeable.

If you are just beginning your skincare regimen for the first time, Stick with it! You will start noticing a difference within the first couple of days, and it is exhilarating! If you are unsure of which products to use, I highly recommend the CeraVe brand. They are noncomedogenic (will not clog pores and cause blackheads), fragrance free, and contain Niacinamide. The Moisturizers are particularly well balanced and come in convenient pump bottles that are excellent for daily use and travel easily. All their products are effective and are highly rated amongst the Dermatology and Skincare community. They can also be found at your local Walgreens, CVS, Publix, or Walmart.

If you have any questions regarding usage, application method, order, or any other questions, please feel free to email me at [ryan@studioskyngnv.com](mailto:ryan@studioskyngnv.com)



# DAILY SKINCARE REGIMEN: SUGGESTED PRODUCTS

NORMAL/COMBINATION SKIN

## Cleansers

1. Image, Vital-C Hydrating Facial Cleanser  
~ \$34 6 oz Studio Skyn
2. CeraVe, Hydrating Facial Cleanser  
~ \$17 12/16 oz Walgreens
3. TheOrdinary, Glycolipid Cream Cleanser  
~ \$12.50 5.07 oz Ulta Beauty



## Exfoliants

1. CeraVe, Renewing SA Cleanser (chemical Exf.)  
~ \$13 8 oz Walgreens
2. Dermalogica, Microfoliant (Physical Exf.)  
~ \$20 0.45 oz Ulta Beauty  
~ \$65 2.6 oz Ulta Beauty



## Moisturizers

1. CeraVe, Hydrating Hyaluronic Acid Serum (MUST)  
~ \$23 1 oz Walgreens
2. Image, Vital-C Hydrating Intense Moisturizer  
~ \$70 1.7 oz Studio Skyn
3. CeraVe, A.M Facial Moisturizing Lotion with SPF\*  
~ \$13.<sup>50</sup> 3 oz Walgreens
4. CeraVe, P.M Facial Moisturizing Lotion  
~ \$12 2 oz Walgreens



## Sun Protection Factor (SPF)

1. CeraVe, Mineral Sunscreen Lotion for FACE SPF 30 (+Tinted)  
~ \$17 0.17 oz Walgreens
2. SunBum, **FACE Lotion** Sunscreen SPF 50  
~ \$16 3 oz Walgreens / CVS / Publix
3. Supergoop, PLAY Everyday Lotion SPF 50  
~ \$22 2.4 oz Ulta Beauty

