

# power of exfoliation



The skin health experts at Dermalogica have mastered the delicate balance of effective exfoliation that won't ever stimulate skin. Let **Annet King**, Director of Global Education, give you the inside tips performed in professional skin treatment rooms every day.

## what are AHAs and BHAs?

**Alpha Hydroxy Acids** "unglue cells" and prompt the shedding of dead skin. They have molecules small enough to penetrate through the skin to also stimulate new cells from within. AHAs bind water and help to plump skin while softening lines, improving texture and evening out skin tone.

**Beta Hydroxy Acids** (BHAs) have an antibacterial action and are "oil loving," meaning when used on skin, they will effectively penetrate via the hair follicle and exfoliate while dissolving oil and blockages. This action makes Salicylic Acid ideal when treating acne-prone skin.

## what about retinol?

In recent years, **Retinol** (Vitamin A) has become highly prized for its numerous age-fighting skin benefits. Skin naturally converts Retinol to Retinoic Acid, making this approach a far less irritating than using Retinoic Acid directly on skin.

When used on a daily basis, Retinol has been shown to improve the visible signs of photoaging as well as normal, chronological aging. It helps normalize skin, inhibit collagen breakdown and stimulate new collagen synthesis.

## pro tips from annet

### • Aging, dry, lackluster skin:

Bring skin back to life with **Daily Resurfacer**, a convenient, precise dose of leave-on exfoliant containing Salicylic Sugar Cane, Hyaluronic Acid and botanical extracts to instantly resurface, hydrate and smooth.

### • Sensitive skin:

Superfine powders that activate upon contact with water work to loosen dulling skin debris without overstimulating skin. **Daily Microfoliant**® contains brightening Rice Bran, Phytic Acid and micro-exfoliating fruit enzymes.

### • Oily/breakout-prone skin:

In addition to brightening post-acne scarring and enhancing skin's receptiveness to oil-controlling ingredients, exfoliation helps rid oily skin of cell build-up to help prevent breakouts. Choose a non-abrasive (non-scrub) masque like **Gentle Cream Exfoliant**, containing hydroxy acids and fruit enzymes that gently dissolve dead skin cells while purifying and absorbing oil.

## AHA alternatives...

For skin conditions that cannot tolerate hydroxy acids, select an acid-free smoothing agent that helps accelerate cell renewal from the inside out without any possible irritation. **Urea**, **Hibiscus Extract** and **Rose Hip** are ingredients that deliver exfoliation benefits without the potential for increasing skin dryness.

## on the set



Make-up Artist **Emily Kate**

**Warren** says "make-up looks best when spread over a smooth canvas.

**Daily Microfoliant**® is a quick, easy, non-irritating way to slough off dry skin so foundation will look flawless."

### Patricia Murray,

Emmy-nominated Make-up Artist, says "**Daily Resurfacer** helps clean off the day's work and the actor's skin radiates for the next day of filming."

