

A white pump bottle and a glass jar of cream are visible in the background. The pump bottle is tall and cylindrical, with a white cap. The glass jar is smaller and contains a white cream. The background is a plain white surface with soft shadows.

# Get Glowing!

## **Your Best Skin Simplified Guide**

*Fun Facts & Hacks for skin health and radiance.*

*Robin Lee*

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Just  
be  
your  
beautiful  
self

*I want to inspire and celebrate the beauty, creativity, and uniqueness in all of us and encourage you to be the most beautiful version of your precious self.*

*By Robin Lee 2024.  
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The Skinterest Chick*



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## You First

Glowing skin begins with a commitment to your self care. It is simple - think of your well-being in terms of a whole P.I.E.

### *Your **P**hysical self:*

Taking care of your body and all it entails - proper eating, regular exercise, stretching, getting enough sleep. Your body is the vehicle, the temple, your home.

*Your **I**nner self:* Mind, moods, and attitudes. Emotions and thoughts. Keeping a watchful eye on stress. Your mind and emotions are extremely powerful contributors to or detractors from your overall health. Great skin is a body-mind experience.

*Your **E**nvironment:* Believe it or not, your living and working spaces can energize or drain you. Think about whether or not your environment truly reflects the vibrant, beautiful, confident person you truly are.

So, let's get glowing. When you nourish your skin, you nourish your soul. When your skin is healthy, you feel good, and when you feel good, you have the confidence and freedom to pursue what matters most.



# The Radiance Rules

Let's start with the ultimate goal – radiant skin. When you see someone whose skin is “glowing”, “luminous”, “dewy”, or “clear as glass” – we’re talking the radiance factor. We all want it. It's the kind of complexion that says vibrant, healthy skin – the kind of skin you'd have if you were never stressed, got 8 hours of sleep a night and ate an insanely clean diet.

So how does it happen - or more importantly - where did it go? There's a laundry list of reasons including chronological aging, poor short term lifestyle choices (smoking/vaping, alcohol, processed/fast foods, tanning, etc.), environmental stressors and good old stress will take its toll on your skin. The result is dull, dehydrated, rough or uneven texture and tone which equals tired, glow-less skin.

Don't underestimate the effects and potential damage of lifestyle and environmental factors when it comes to their impact on the skin. You can often tell someone's interior condition by the way their skin looks. There's a big connection between stress, pollution, poor diet, sun exposure and the increase in photo-aging and breakouts. Always be aware of the total mind-body connection. It is powerful!

The simple “rules” below can show you the what, why and how of the radiance rules (and radiance does rule!) Education is the key, so observe and follow the glow!

**RULE #1:** *Radiant skin has a strong barrier.* Your skin's hydrolipid barrier is a protective film that covers the skin's entire surface, and mostly consists of water, sweat and sebum. The barrier works to protect the skin and keep bacteria and skin irritants out.

Many factors cause damage to the skin barrier including environmental stressors, sun exposure, poor diet, alcohol or certain medications, lack of sleep, stress, over exfoliation, genetics or hereditary factors. When the barrier is damaged, skin loses radiance. A stressed barrier function shows signs that include dullness, redness, irritation, dryness, flakiness, and broken capillaries.



Your skin can't benefit adequately from your products and the skin becomes weaker and can't protect itself properly. This can accelerate the aging process. The solution is to work to strengthen the barrier from the inside out.

**RULE #2:** *Radiant skin requires a personalized skincare regimen.* It's critical you choose the right product formulations for your skin type and condition.

TIP: Let us help you identify your concerns and formulate a treatment plan and home care. Contact our spa client specialists for an appointment.

Once you're confident on your skin type/condition, make sure you have the basics - a good cleanser, and moisturizer customized to what you need right now. And don't forget the sunscreen! NOTHING is more damaging for the skin than the sun. At the end of the day, even the best products and treatments are worthless if you're not protecting your skin from UV damage. Once you've got the basics, consider adding a serum, toner and eye cream for your skin type - targeting special symptoms like irritation, inflammation or dryness to pump up the radiance even further.





**RULE #3:** *Radiant skin is exfoliated.* Exfoliation is necessary for all skin types, even sensitive! Dull or sluggish skin needs to have dead surface skin cells and skin debris removed to improve circulation and cell turnover. Exfoliation and active masks are a great way to reveal healthy, glowing skin. Exfoliate one to three times a week with a mild product (Enzyme Peeling Crème, Pineapple Enzyme Peel) to remove dead skin cells and showcase a clearer smoother complexion.

**RULE #4:** *Radiant skin is hydrated.* Dehydrated skin can look dull, flaky, tight, and often irritated – the total opposite of radiant. It also can result in premature aging lines and thinner texture. All skin types can be dehydrated, depending on existing factors at any given time. It's important to infuse the skin with moisture in a variety of ways – with serums, moisturizers, facial mists or toners, or hydrating mask treatments.

You deserve to look as radiant outside as you are on the inside!



# Know Your Skin Type: An Effective Skincare Routine Starts Here

Knowing your skin type (and condition at any given time) can't be overemphasized. It's critical to "going with the glow" results – choosing products and creating a skincare ritual that works with your unique beautiful self! Skin typing or skin diagnosing puts the power in your hands so you better understand what product ingredients are beneficial to your skin's needs – both now and in the future.

Read on to learn more about different skin types and see if you recognize yours. When it comes to skintelligence, knowing your skin type is important information to have. Skin typing is the real deal and the top consideration when it comes to choosing products and creating an effective skincare routine. Knowing your unique skin type allows you to better understand what products will benefit your skin and which could end up potentially doing more harm than good. It allows you to choose the products and ingredients that best suit your skin's needs and will treat existing problems and ward off future issues. Win win!

So, what exactly are the differences between the skin types, and how should they be treated differently? Spoiler alert: We've got an easy method for you to identify what kind of skin you have.

## ***What is skin typing?***

Skin typing is understanding how the skin exists naturally at a point in time. We all have a different biological setting for our skin and are genetically programmed to produce different levels of oil. NOTE: While skin type is primarily determined by genetics it is influenced by external factors like certain medications, age, environment/climate, seasons, diet, alcohol, and stress levels.

## ***How to “Diagnose” Your Skin Type***

First and foremost: Assess your skin’s “bottom line”. Just because you have a sudden breakout doesn't necessarily mean you are acne prone. Or if your skin is much drier during the winter months it doesn't necessarily mean you have dry skin. A simple way to find your skin's baseline: Wash your face (with a gentle, mild cleanser), pat it dry, and wait 30 minutes. How does your skin look and feel? If your looks shiny and you can feel a film on the skin, you probably have an oily condition. If it's shiny only on the “t-zone” (nose, chin, forehead) that translates to combination skin. If your skin feels tight and looks dull, or even flaky, the skin is dry. Redness and irritation can be signs of a couperose or sensitive condition. Simple, yes?

A bit more detail. . .

**Oily Skin:** Excess oil production causes that shiny appearance while pores appear larger and more prominent. (While the facial sheen and oil tend to be concentrated in the t-zone, it can extend across the entire face for those with oily skin types.) When it comes to choosing products, one of the biggest misconceptions is that oily skin doesn't need moisture. Untrue. The key is choosing the proper formulation – a non-comedogenic, lightweight, oil-free formula. A foam or gel cleanser is a good choice as well.

**Dry Skin:** Common characteristics of dry skin include a dull appearance, flaking, and a feeling of tightness in the skin. You'll want to get moisture back into the skin, using products that contain a combination of humectants (ingredients that attract & bind moisture to the skin) and emollients (ingredients that help soften, and smooth and seal in moisture). Look for cleansing oils, milks, balms, or other creamy cleansers that won't strip the skin of precious oil.

**Combination Skin:** As the name suggests, this kind of skin has some traits from both oily and dry. Typically, the cheeks tend to be dry and the nose, forehead, and chin more oily. Choose a mild, gentle cleanser (lotion based) and use different formulas on different parts of your face. A lightweight, oil-free moisturizer is recommended for the t-zone area, and a heavier, more occlusive one on the cheek area. Be aware of how your skin looks and feels and adjust your routine accordingly. You may need to rotate different products to give your skin what it needs at any given time.

**Blemish Prone Skin:** Those with blemish-prone skin tend to have a bumpy texture and break out easily. Skin inflammation is usually present to some degree. There is some overlap between oily and blemish-prone skin conditions since excess oil production is a key contributing factor to the formation of blemishes. Similar rules apply when it comes to skincare products - lightweight, non-comedogenic moisturizers and foaming or gel cleansers. You may want to add in products that contain ingredients like salicylic acid and retinol products which target and treat blemishes and acne.

**Sensitive Skin:** This category gets misused a lot - people often incorrectly identify their skin as sensitive. They may have a reaction to a strong ingredient in a skincare product they haven't used before and they assume their skin is sensitive. In fact, it may just be that the skin simply needs time to adjust to the ingredient and that can happen with any skin type. If you truly have sensitive skin, it will react with irritation, heat, become itchy or develop a rash from a variety of factors - showers, exercise, foods, and even gentle skincare products. Those with sensitive skin are also often diagnosed with eczema, rosacea, or dermatitis.

Sensitive skin can benefit from much the same product recommendations as those with dry skin. (This can be the result of a compromised skin barrier, which may contribute to both dryness and increased sensitivity.) Opt for fragrance-free formulas and minimal ingredient lists. Less is more here - the fewer the ingredients, the lower the likelihood that one of them will irritate.

**The Takeaway:** Knowledge is power. Knowing your skin type may be the best way to find products that are actually going to work for you. Even if you think you know your type, bear in mind that it can (and most likely will) change over time and seasons. If you were a mass of breakouts and oily skin when you were 16 doesn't translate that you'll still be that way at 30 or 40.

And don't underestimate factors like environment, lifestyle, and seasons of the year. Use this DIY technique to assess again and again - and glow wherever you go.

# Your Skin's Moisture Barrier & How to Protect It

We see it everywhere – products that promise to “protect and restore the moisture barrier” or “prevent damage to the moisture barrier”. And it sounds good. But what exactly is it and why should we care?

**What It Is:** Just as it sounds, the skin’s moisture barrier helps the skin to retain moisture (water). To be more specific, the barrier is made up of the epidermis (the outer layer of the skin, which is actually 5 layers) and the hard outermost layer of the stratum corneum (the layer of actively shedding dead skin cells).

**Why We Care:** The skin barrier is there to keep moisture and electrolytes sealed in and protect the skin from dehydration, bacteria, and other irritants. You can judge the condition of the moisture barrier by the condition of your skin. Symptoms the barrier is compromised include rough texture, the skin is dull, flaky, red, irritated or inflamed. Lifestyle and environmental stressors can influence and damage the barrier function – things like poor diet, too much alcohol, not getting enough sleep or water, not using moisturizer, certain medications, sun exposure, climate, and seasonal changes.

Can you repair your moisture barrier? Absolutely. Drink plenty of water and choose the right skincare products. Hyaluronic acid is top of the list – it binds water up to 1,000 times its weight. Lactic acid is a humectant which means it increases the moisture content in the skin. Monitor your skin for positive changes like decreased redness, irritation, dryness, and flakiness.

**Note:** The barrier may be resistant to repair with simple home care if there is an underlying condition like a skin disease or very severe damage. See a dermatologist or other medical professional who is trained to analyze the barrier function (TEWL: transepidermal water loss). And keep on moisturizing!

# Layering Matters: Getting the Order Just Right

There was a time when skincare was simple – more or less. There just weren't that many products available to make proper order a challenge. Today when there are hundreds of product options out there from cleansers to masks and everything in between, understanding when and how to use your multi-step skincare routine can be overwhelming. So instead of just slathering on layers of serums, moisturizers, and spot treatments, follow these easy steps – and you just may be surprised at how your products seem to work even better.

**1. Go light first.** The rule of thumb is almost always start light and end heavy. The smaller molecule of the lighter weight products will absorb quickly while the heavier, more occlusive creams rest on the skin for protection. After cleansing, if you use toner, do that step next. Toners have waterlike consistency and will probably be the thinnest of your products. NOTE: Toners help remove any traces of cleanser and skin debris and prep the skin's pH for your next step (serum, moisturizer). A toner containing exfoliating ingredients like salicylic or glycolic acid help to loosen and remove any dead skin cells and clear pores. This helps serums penetrate more effectively.

**2. Add in a serum.** Without a doubt, a serum should be applied before your moisturizer. Serums deliver potent actives into the skin to deliver the best results. Choose a serum (or 2!) that target your important skin concerns. For fine lines or blemish prone, choose a retinol product like our [Vitamin A Serum](#). For antioxidant protection and brightening properties, a dose of [Vitamin C](#) (Serum that is) is in order. It also promotes collagen production.



Oily or blemish prone? Try [Herbal Complex Serum](#). And [Hyaluronic Acid](#) is always in fashion – for all skin types!

**Note:** If your skin is very sensitive, you may want to keep it very simple. Start with moisturizer only and slowly introduce a serum (Rosehip Seed or Evening Primrose Oil are a great starting point as they treat inflammation and irritation).

**3. Seal in moisture.** The key to any layering routine is a layer of moisture on top. More than just frosting on the cake, your moisturizer seals in your other products and adds a layer of protection. For dry or mature skin we recommend [Super Emollient](#) or [Advanced Moisture Crème](#). Combination or oily skin will benefit from a lighter weight formulation like [Marine Hydration Crème](#) or [Herbal Complex Crème](#). And for the ultimate barrier protection especially after peeling or other skin treatments, [Moor Skin Balm](#) or [Sensitive Care Balm](#) deliver high level protection.

**4. Up your radiance game with an oil.** Used carefully, oils can really make a difference in your skin's glow, especially if you have dry, dehydrated, mature, or sensitive skin. Combination and oily can benefit too – our lightweight [Skin Balance Oil](#) is formulated to soothe and hydrate without clogging pores. [Farm to Face Facial](#) oil, [Evening Primrose Oil](#), and [Renewal Serum](#) are all good radiance choices. Add them as part of your evening skincare routine, either on top of a lighter serum or substitute for your regular serum. As a rule, oils will penetrate other serums, but not the other way around.

**5. Last but never least – sunscreen.** You probably knew this was coming! Regardless of the weather, sunscreen before you start your day is a must. Sunscreen will block other products from penetrating effectively, so it should be your last step in the morning routine. If you haven't tried [Raw Elements tinted](#) (in 3 new shades, or our [go to tube](#)), this formulation will give you added sun protection in a moisturizer.

NOTE: If you're using a moisturizer or makeup foundation that has SPF in it, for example, SPF 15 and you add your sunscreen with SPF 30 – you DON'T get SPF 45! The effects aren't additive.



# How Long Should You Wait Between Skin Care Layers? Or Should You?

To wait or not to wait? Does every skincare product need time to absorb?

Have you ever wondered what the best method is to get the most from each of your skincare product layers? Should you wait for a specific length of time after each step in the toner, serum, moisturizer sequence for maximum results? Or does it even matter? Here's our take on this oft debated subject.

First, there's no exact timeframe for a skincare product to penetrate the skin, simply because products vary depending on the formulation, the type of product, and its ingredients. The research on this is pretty sparse, to the point that there aren't many (if any) studies that prove conclusively that waiting for absorption between product applications makes them more effective.

That said, most skincare professionals agree you should give each product a little time to sink in before applying the next one. At the very least, it keeps certain types of products from "pilling" or "rolling" up on the skin. And products for specific areas – like **blemish spot treatments** or **eye creams** may penetrate more efficiently when given time to absorb.

If this doesn't answer the question sufficiently, here's a suggested timeframe for specific skincare products which may help keep them on target for the work they're intended to do.

## **Acne/Blemish Treatments: 1 minute**

Especially if you're using a prescription topical acne medication, it needs to be fully absorbed into the skin before applying anything else to get the maximum benefit and to allow the active ingredients in the product to get to work.

### **Retinol: 0 time**

Common sense would argue that the higher the quality of the product, the faster the skin will absorb it. Always read the ingredient lists and discuss with your esthetician about which products are most beneficial for your skin type and condition when choosing skincare. With retinol products, wait time is slim to none because of their chemistry (designed to absorb rapidly), according to dermatologists.

### **Serums & Moisturizers: 1 minute**

The go-to here is about one minute. Sixty seconds, more or less, gives each product a bit of time to absorb into the skin.

### **Sunscreen: 1 minute**

When sunscreen is mixed with other skincare products, it becomes diluted and less effective. Make SPF the last layer of your day skincare routine. The general advice is waiting at least a minute between moisturizer and sunscreen application for full penetration. Make sure sunscreen is fully absorbed before applying foundation or other makeup to help eliminate pilling – a common problem when applying liquid or creamy consistency foundations over SPF.

Layering matters.

We repeat – the order you apply skincare products is even more important than wait times. The rule of thumb is begin with the smallest molecular structure and go on to the larger ones. Or put another way – start light, move to heavy (serums before moisturizers). Begin with the lightest product (like **Hyaluronic Acid**) and finish with the thickest, allowing each layer to be fully absorbed.



## 4 Reasons Why Your Serum Might Not Be Working Effectively



Are you getting the maximum benefit from your serum? Serums can be a transforming skincare product – and one we highly recommend as a major player in your skincare routine. Serums can help you achieve your skin care goals, but you do have to use them properly. Here are 4 mistakes you might be making that could keep you from getting the maximum boost from your serum.

**1. Not exfoliating.** A regular routine of gentle exfoliation between one and three times a week is essential for healthy skin. It helps remove dead skin cells and surface skin debris which preps the skin for better penetration of products. And that means better results.

**2. Applying products in the wrong order.** We've said it before but can't say it enough – order matters! Begin with cleansing, then exfoliation if needed, toner and then serum application. The order creates an optimum environment for products to work in tandem with each other for maximum benefit.

**3. Using the wrong application techniques.** Apply serum gently (using a patting motion). The natural tendency is to rub or massage the product into the skin which can transfer more product to your hands than your face! Use an upward motion with the hands, with light pressure.

**4. Mixing ingredients that aren't compatible.** Simple is better in this case. Using several products simultaneously may irritate your skin and reduce or negate the benefits of the product. Mixing products that are incompatible can cause redness, stinging, flakiness, or excessive dryness, making the skin condition more noticeable instead of less. Too much layering limits each product's optimal function so choose one serum that targets a specific concern and observe your skin over time (a week or two) for the results.



# Exfoliation 101: Are You Getting It Wrong?

Glowing wherever you go begins with regular exfoliation. It speeds up cell turnover, removing dead cells from the skin's outer layer. While the skin does naturally exfoliate itself - shedding between 30 and 40 thousand dead skin cells every minute - external and internal factors like aging, environmental stressors, weather, and lifestyle may slow down or even stop the natural process, resulting in dull, flaky looking skin and clogged pores over time. Speeding up cell turnover using either a manual (physical) scrub or exfoliation tool or dissolving skin debris using skincare ingredients is effective in helping you achieve a clear and vibrant looking complexion.

## **The benefits:**

- *Clearing pores:* The accumulation of dead skin cells can trap dirt and bacteria in the pore leading to breakouts. Eliminating this debris buildup helps keep pores clear.
- *Softens appearance of fine lines:* Removing dry, dead skin cells reveals fresh skin beneath. The new cells remove the dull, "cloudy" effect from skin debris buildup and give you a more youthful appearance.
- *Fading dark or "age" spots (photoaging):* Dark spots are the result of pigmentation in the upper skin layers. Sloughing off the dead skin layer and helping to speed up cell turnover also helps fade the visible discoloration. It won't erase the problem but can reduce their appearance over time.
- *Improving penetration and effectiveness of skincare products:* Dead skin cell buildup creates a sealing effect over the pores, which reduces serums and facial oil's ability to penetrate and deliver results. Exfoliating primes the skin to better receive these actives to perform as intended.

So, if exfoliation is key to radiant, glowing skin – what can go wrong? A few things actually. Here are the most common mistakes we see:

1. *Over exfoliating.* The epidermis (outer skin layer) uses dead skin cells as a layer of barrier/buffer. If you over strip that layer, it affects the barrier function which can result in irritation, inflammation, and breakouts.

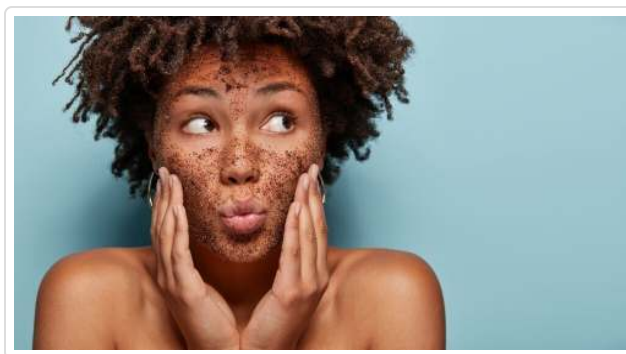
2. *Forgetting to moisturize.* You must hydrate the skin post exfoliation. Always use a skin appropriate moisturizer after you exfoliate.

3. *Exfoliators you don't think about.* There are items you use every day that are exfoliating your skin that you may not be aware of, like coarse terry cloth towels for drying and loofah sponges.

4. *Using abrasive scrubs or brushes.* Always use gentle tools and avoid harsh facial scrubbers like cleansing brushes. Face scrubs should feature gentle granules (like our [Enzyme Peeling Crème](#)), for example, finely milled oatmeal, silicone balls, or sugar granules.

5. *Using a body exfoliator on the face.* Never use a body exfoliating scrub or product on the face. They are usually thicker and may contain higher concentrations of acids or granules that may cause irritation on facial skin.

6. *Layering retinoids and exfoliators.* Alternate using retinol/retinoid products and exfoliating products. Use one or the other, not both. Retinol products promote cell turnover as well as exfoliate and stimulate collagen production. Use of both may cancel each other out or cause irritation and inflammation.



# When to Expect Results from Skincare Products

It can be difficult to know when a skin care product will start showing results. One of the most common mistakes is expecting to see results right away. Skincare product reviews often make outlandish claims like, “this product erases fine lines and wrinkles,” or “this serum will make you look like you’ve had Botox.” So it’s no wonder when we buy skincare products, we’re looking for immediate, spectacular results. The reality is that it doesn’t usually work that way.

One of the common mistakes people make when trying out new products is expecting to see dramatic, immediate results. While some effects are easy to spot (like whether a moisturizer soothes dry skin) most require more patience. Skin cell turnover occurs about every 28 days (that timeframe gets longer as we age), so it might take a month or more to see change.

There are several factors involved when evaluating skincare results including the type of product, the benefits it claims to deliver, and your skin type/condition at any given time. This means it could take from a couple of applications to a few months to really see results. The following is a generally accepted timeline among professionals for how long to use specific skincare products before expecting results.

**Cleansers:** Cleansers cleanse. That’s their purpose. It’s appropriate to expect results right away.

**Toners:** Toners are difficult to test because they play more of a supporting role, acting as an additional cleansing step, while also prepping the skin for the next products and helping to balance the skin’s pH. The results can be hard to pin down, but overall you should notice results fairly quickly. Toners have other longer-term benefits, like helping clear up breakouts and improving skin tone and texture, which may take up to four or more weeks to notice.



**Serums:** Serums have a wide range of benefits and purposes—including minimizing dark spots, brightening dull skin, and reducing the appearance of wrinkles. Serums are generally powerful formulas due to the presence of their active ingredients. They may take a month or longer.

**Moisturizers:** Moisturizers should provide immediate relief to dry skin. Check in with your skin throughout the day to make sure the moisturizer is maintaining hydration in the skin.

**Retinol:** While there may be some results within the first week or so, retinol must be used regularly for weeks or months to see significant improvements in skin texture and lines. The most immediate effect of retinol is often irritation. Retinol is a powerful active ingredient and may lead to some initial dryness, redness, and flakiness for the first two weeks.

**Acne products:** Acne can be a challenging issue to address and treating it can take several weeks or months to see improvement. Acne can have a wide range of causes and one product alone often won't be enough to completely treat it. A dermatologist can provide an acne regimen which needs to be adhered to for at least one to two months to accurately judge whether or not it's working.



# Streamline Your Skincare Routine

There's a common belief that the more skincare products you use, the quicker you'll achieve radiant, glowing skin. But you can streamline your skincare routine (and most of us could always use a bit more streamlining!) and still get great results and achieve your skincare goals. After all, the simpler your routine is, the more you're likely to stick with it – and consistency is as important as the right products for skin health and glow.

*Start on the right foot. (Or cheek).* Focus on protecting the skin in your morning routine. Use a gentle cleanser, apply an antioxidant serum, finish with an appropriate moisturizer and sunscreen (or a moisturizer containing sunscreen – make sure it's SPF 30 or above). Layer separately (see the chapter on waiting between products).

*Finish strong.* Work on your skincare concerns or issues in the evening. Double cleanse the skin if time permits, or cleanse with an AHA cleanser to remove all skin debris and makeup. Then treat your targeted areas – fine lines or blemishes may benefit from a retinol based serum, a spot treatment for blemishes, an oil-based serum for dry or dehydrated skin.

*Make it short and sweet.* Morning and evening routines don't need to be long to be effective. Cleanse the skin, then move on to your next step (serum and/or moisturizer) while the skin is damp to help maximize penetration. (Exceptions: sunscreen or prescription based creams and lotions which should be applied to clean, dry skin.)

*Don't overdo.* A thin layer of most active products should do it. We tend to err on the side of more is better – no slathering! (Exception: Sunscreen. Go ahead and slather.) Once a week or more if you have time, treat yourself to a quick 10 minute sheet mask, an enzyme peel, or a richer treatment mask. Pop a couple of cucumber slices over your eyes and take 20.



# The Euro Institute's Top 10 Skin Care Tips

**1. Wear Sunscreen.** You've heard it before but are you doing it? Even on not-sunny days? Your skin is affected by harmful UV rays on cloudy days too! Apply (and reapply) sunscreen as part of your daily skin-care routine. Our [Raw Elements](#) physical sunscreen contains zero harmful ingredients and NO chemicals.

**2: Double-Cleanse.** Whether or not you wear makeup daily, your skin receives its dose of environmental stressors the minute you walk out the door. A double cleanse helps remove impurities and surface skin debris more thoroughly. Start with a gentle cleanser, like our [Moor Lavender Cleanser](#) or [Green Tea Cleanser](#), then follow with Clinicals [AHA/BHA Citrus Cleanser](#) which gently exfoliates and removes any remaining residue.

**3: Moisturize.** Apply your moisturizer while your skin is still slightly damp after cleansing to seal in hydration. Since your skin's moisture levels vary depending on the seasons, your diet, hormone levels and other factors, you may need more than one. (Try one from our natural Botanicals line: [Marine Hydration Crème](#), [Super Emollient](#), [Advanced Moisture](#), [Vitamin A & C Cremes](#), [Herbal Complex Crème](#)).

**4: Apply Products in the Proper Order.** If you want your products to deliver maximum results, it's important to apply in specific order. A general rule of thumb is to go from lightest to heaviest. Start with our [Hyaluronic Acid Serum](#) (appropriate for all skin types to help bind moisture), then apply your skin specific serum ([Hydro Collagen](#), [Herbal Complex Serum](#), [Renewal](#), [Multi Fruit Hydration Gel](#) for starters) followed by your moisturizer and SPF (or moisturizer containing SPF).

**5: Multi-Mask.** This just means applying a different mask to certain areas of your skin to address specific concerns. For example, if you have combination skin and tend to be oily in the "T" zone (forehead, nose, chin) try a clay-based mask like our [Herbal Complex Mask](#) to those areas, and a hydrating mask like [PhytoVit Antioxidant Mask](#) or [Moor Multi Fruit Mask](#) to the cheeks. Or address redness and inflamed areas with our soothing [Cucumber Anti-Couperose Mask](#). Multi masking is not only effective but fun!

**6: Exfoliate Regularly & Gently.** Exfoliation is a key to glowing skin. Removing dead surface skin cells and debris helps eliminate dull looking skin and rough texture. You don't need to scrub to get the results you want. [Our Enzyme Peeling Crème](#) and [Pineapple Peel](#) are gentle alternatives to scrubbing. The enzymes "digest" the dead cells, essentially eating them up to reveal clearer, glowing skin.

**7: Use Products as Directed.** Like applying in the proper order, using products as intended is important if you want to help avoid irritation and get the results, you're after. When in doubt, follow the instructions on the label.

**8: Treat Your Neck as an Extension of Your Face.** The neck is often left out of the skin-care routine, but it will show that neglect! Use a serum on your neck and moisturize daily. And don't forget the sunscreen. While age will diminish volume and fullness that can't be replaced with creams, keeping your neck hydrated will minimize visible aging signs.

**9: Don't Wear Makeup to Bed.** Even if you're exhausted or it's been a long night! Wash it off. Clogged pores, breakouts, and skin irritations are the inevitable result of skipping your face wash before you go to bed. Think about crushing all that debris into your skin as you toss and turn on your pillow. Even a quick cleanse will help remove impurities, dirt, and bacteria from your skin.

**10: Establish Your Night Regimen and Stick to It.** Following the Never Wear Makeup to Bed tip, an evening skin care routine helps your skin revive and renew while you're at rest. If your skin is dry or mature, a slightly heavier nighttime moisturizer or serum (like Rosehip Seed Oil or Renewal Serum) can help with hydration. For overnight exfoliation, apply a thin layer of Glycagel 15% and leave on overnight.



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