

A close-up photograph of a woman with dark hair pulled back, smiling warmly. A large, vibrant green leaf is positioned in the foreground, partially obscuring her face. The background is a soft, neutral-toned wall.

# Simply Good Skin Club

The Ultimate Glow Up: 4 Skin-Care Tips  
You Need Now

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# The Ultimate Glow Up

## A note about Sensitivity and Allergic Reactions:

Just because a skincare product features natural ingredients doesn't mean that it is allergy or sensitivity free. Everything is a chemical, whether man-made or natural. Not everything that comes from nature is good and not everything made in a lab is bad. The skincare ingredients in this eBook may work very well for some, but not for others, so take care when introducing any new ingredient or product into your skincare routine. Test patch in a visible area of the skin and be aware of your skin's reaction over time.

People often incorrectly put themselves into the sensitive skin category. Their skin reacts to a strong ingredient—for example, glycolic acid or retinol in a product—and they assume their skin is sensitive. Actually, it may be that it's a potent ingredient that their skin can't tolerate yet and that can happen with any skin type.

If you truly have sensitive skin, it will get hot, red, itchy, and/or irritated from things such as showers, exercise, and even gentle skincare products. Individuals with sensitive skin are also often diagnosed with eczema, rosacea, or dermatitis skin conditions. Many sensitivities can go undiagnosed if they are not severe.

If a rash or breakout occurs after trying a new product or ingredient, you might not connect it to an allergic reaction right away. Always take precautions when introducing any new skincare product and consult with a dermatologist or knowledgeable esthetician for advice and skin diagnosis if needed.



## 4 Ways The Skin Detoxifies Itself

Taking care of our skin is really important! When we don't give it the attention it needs, it can struggle and lead to issues like breakouts, rashes, irritation, flaky patches, and roughness. Our environment can be quite harsh, with pollution contributing to signs of premature aging, dullness, dryness, pigmentation, weakness, and sensitivity. While our bodies are great at fighting off toxins, sometimes we accumulate more than we can handle on our own, and that's where a little extra help can make a big difference!

So how does the skin rid itself of toxins?

**1. Perspiration via sweat glands.** Eccrine and apocrine glands separate waste from the blood and excrete it as sweat. They also help cool the body and maintain a stable body temperature. (The average person has approximately 2 million sweat glands.)

**2. The circulatory system:** It moves blood throughout the body via the heart, arteries, capillaries, and veins. The heart drives blood flow at a steady pace (increasing or decreasing). Our blood consists of essential amino acids, glucose and white blood cells with antibodies that protect and defend against infection. The capillary function is a process whereby essential nutrients are transferred to the blood cells and waste is released from the cells. The capillaries dilate which allows more blood flow, increasing capillary diffusion (the process of transferring nutrients and removing waste).

**3. The lymphatic system:** A network of organs, lymph nodes, ducts, and vessels that make and move lymph (a clear, white fluid that contains bacteria-fighting lymphocytes, proteins and fats that are transferred throughout the body system) from the tissues to the bloodstream, removing an overflow of toxins. Lymphatic diffusion is the process of semi-permeable vessels allowing waste to pass in through the vessel wall but not able to pass back out. Lymph fluid is driven by breathing and movement. (*Manual lymphatic drainage techniques are part of the Euro curriculum.*)

**4. Skin eruptions (breakouts):** Papules, pustules, cysts, and nodules that form on the skin surface and occur because of buildup of toxins in the body (as opposed to acne vulgaris – follicular clogging from sebum, cell debris and bacteria). They can be caused by medications, constipation, sluggish metabolism, poor organ function or disease.

# The Ultimate Glow Up

A detox facial is an excellent treatment to have in your skincare arsenal!



It includes specialized techniques and products that focus on your unique skin needs, helping it repair damage from both internal and external stressors.

This treatment addresses issues like dullness, dehydration, rough texture, congestion, and sluggishness, so you can enjoy stronger, healthier, glowing skin!

Don't hesitate to chat with your esthetician about personalizing your facial to suit your skin concerns, and even the changing seasons.

[Who needs it?](#) Who DOESN'T need it at one time or another?





## 4 Reasons Your Serum Might Not Be Giving You the Results You Crave!

Are you making the most of your serum? [Serums](#) can really transform your skincare routine, and we think they're a must-have! They can help you reach your skincare goals, but it's important to use them correctly. Here at the Euro, we've noticed a few common mistakes that clients make that might be holding back the effectiveness of their serums.

- 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 say it often but it 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). Our 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.



## 4 Esthetician Approved Skin Care Tips for Fall



As the leaves begin to turn and the air grows crisp, our skin also starts to feel the change. The cozy sweaters come out, but so do the challenges of maintaining a radiant complexion in cooler weather. Transitioning your skincare routine is essential to keep your skin glowing, hydrated, and healthy throughout the fall. Here are six esthetician-approved tips to ensure your skin thrives in the autumn months.

**1. Embrace a Thicker Moisturizer.** As the weather cools, the air loses its humidity, leading to drier skin. Your lightweight summer moisturizer may no longer suffice. Fall is the perfect time to switch to a richer, [creamier moisturizer](#) that offers enhanced hydration and protection. Look for ingredients like hyaluronic acid, shea butter, and ceramides, which help lock in moisture and reinforce your skin's natural barrier. A thicker moisturizer works wonders overnight when your skin is in repair mode. By morning, your skin will feel soft, supple, and ready to face the day—no matter how chilly it gets outside.

# The Ultimate Glow Up

**2. Be Gentle with Exfoliation.** Exfoliation is key to maintaining a glowing complexion, but as the weather cools, your skin can become more sensitive. This is the time to be gentle. Over-exfoliation can strip your skin of its natural oils, leading to irritation and dryness. Instead of harsh scrubs or strong chemical exfoliants, opt for [enzyme-based exfoliants](#) or gentle acids like lactic acid. Remember, less is more. Reducing your exfoliation frequency to once or twice a week can keep your skin smooth without compromising its natural protective barrier.

**3. SPF is Non-Negotiable.** Just because summer is over doesn't mean you can stash away your sunscreen. Harmful UV rays are present year-round, and they can still damage your skin even on cloudy fall days. Daily sunscreen application is essential to prevent premature aging, hyperpigmentation, and other sun-related skin issues. Opt for a [broad-spectrum SPF](#) that also hydrates, giving your skin the dual benefit of protection and moisture during the drier months.

**4. Hydrate from Within and Without.** Hydration isn't just about what you put on your skin; it's also about how you nourish your body. As the temperatures drop, it's easy to forget to drink enough water, but staying hydrated is crucial for maintaining your skin's moisture balance. Incorporate water-rich foods into your diet, like cucumbers, oranges, and leafy greens, to boost hydration from the inside out. Additionally, consider adding a [hydrating serum](#) to your skincare routine. Serums with humectants such as hyaluronic acid attract and retain moisture in the skin, making them a must-have for the fall season





## 4 Active Skincare Ingredients You Should Be Using

These four ingredients work synergistically together for optimal protection and skin health. Read on for a comprehensive breakdown of each.

### 1. SPF

More of an ingredient class, SPF is the most powerful tool we have to prevent premature ageing. UV radiation triggers melanin production, it breaks down collagen, and produces free radicals — resulting in cell DNA damage.

PHYSICAL	<ul style="list-style-type: none"><li>• Often preferred by skin care pros for its ability to protect without altering the natural function of the skin</li><li>• Sits on top of the skin creating a physical shield of broad-spectrum protection against UV radiation</li><li>• Most commonly Zinc Oxide and Titanium, which also reduce inflammation and are anti-microbial</li><li>• Great for reactive skins, those prone to comedones, and for post-treatment care</li></ul>
CHEMICAL	<ul style="list-style-type: none"><li>• Great for water-based activities or during physical activity when you may perspire</li><li>• Absorbs into the skin and chemically reacts with UV radiation to convert it to heat</li><li>• Some common examples are Avobenzone, Octinoxate, and Oxybenzone</li><li>• Must be applied at least 30 minutes before sun exposure</li></ul>
SUN PROTECTION FACTOR	<ul style="list-style-type: none"><li>• Tells us how long the product will protect the skin from UV radiation measured by: [minutes it typically takes a person to burn] x [SPF]</li><li>• Does not account for wear-off so it is always recommended to reapply every 2-3 hours</li><li>• An SPF of at least 30 is highly recommended since the average consumer does not apply enough product to reach the labelled protection factor</li></ul>

# The Ultimate Glow Up

Since 80% of skin aging is a result of sun exposure, SPF is the ingredient we talk about with everyone. Did you know that even on a cloudy day, about 40% of UV rays still reach the Earth's surface? That's why it's so important to use it every day.

Luckily, SPF formulas have come a long way in the last decade and include antioxidants and other skin-enhancing ingredients. You'll want to use a minimum SPF 30 which will help protect your skin for up to 2 hours. You can calculate this by taking the number of minutes it typically takes you to burn (about 10 minutes for the average person) and multiplying it by the SPF number.

## 2. Vitamin C

As a potent antioxidant, [Vitamin C](#) protects the skin from oxidative damage caused by UV exposure, gas and particle pollution, and potentially blue light from electronic screens. It's also known to:

- stimulate collagen synthesis (aids wound healing and reduces fine lines)
- brighten hyperpigmentation to even out skin tone
- strengthen capillary walls to reduce diffused redness in the skin

Vitamin C can be added to many skin care formulas, from cleansers to creams, but a [serum form](#) is ideal for maximum benefit due to its higher concentration. Below are the three most commonly used Vitamin C forms in professional skin care.

L-ASCORBIC	<ul style="list-style-type: none"><li>• Known to be the most potent and efficacious form</li><li>• Notoriously unstable, so must be paired with other antioxidants such as vitamin E, glutathione or ferulic acid</li><li>• Amber packaging can also help protect it from oxidation</li><li>• Ideal concentration is 10-20%, though this can be irritating to sensitive skin or feel tingly when applied</li><li>• SPF should be worn in combination for daytime use</li></ul>
SODIUM ASCORBYL PHOSPHATE	<ul style="list-style-type: none"><li>• A mineral form sometimes referred to as 'Vitamin C Salt'</li><li>• Must be combined with liquid ingredients to be applied topically to the skin</li><li>• Transforms into L-Ascorbic once absorbed into the stratum corneum</li><li>• This form of delivery makes it less irritating for sensitive or reactive skins and allows for a stronger concentration</li></ul>
L-ASCORBYL PALMITATE	<ul style="list-style-type: none"><li>• A less potent form of Vitamin C compared to L-Ascorbic</li><li>• Is fat/lipid soluble which make it much more stable</li><li>• A good and effective option for sensitive or reactive skins</li></ul>

# The Ultimate Glow Up

Sun damage also displays in the skin as redness or broken capillaries. This can be hereditary and very difficult to treat. Using a Vitamin C serum helps to strengthen connective tissue — both collagen and capillary walls. Vitamin C stimulates to contract and dilate the tiny superficial capillaries that are visible at the surface of the skin, flushing out stagnant blood and strengthening them against future breakage — which will reduce your overall redness. Further, by rebuilding collagen, it will increase the opacity of your skin for a more even tone and better protection against stressors which cause the skin to flush (like wind, heat, and spicy foods)

## 3. Hyaluronic Acid

HA is not only one of the most popular standalone ingredients on the skin care market, but it's also used in many products to support the delivery of other active ingredients. As a [powerful humectant](#) (retaining and preserving water), it supports the healthy function of the skin which relies on adequate hydration levels.

IN OUR BODIES	<ul style="list-style-type: none"><li>• HA is naturally found throughout the body in our connective tissues. It's the same humectant responsible for lubricating your joints and eyes</li><li>• Just like collagen, our natural HA reserves deplete over time as we age</li><li>• Lower levels cause the skin to lose its reflective properties gained from light bouncing off hydrated skin</li><li>• Depleted reserves also diminish the volume of the skin as each molecule is responsible for supporting hydration — so as we lose HA, we can't retain the same plumping hydration levels we once did</li></ul>
ON OUR SKIN	<ul style="list-style-type: none"><li>• Each HA molecule has the capacity to retain over 1000 times its weight in water, plumping the skin and ensuring hydration retention</li><li>• HA a form of GAG (glycosaminoglycan) which support the synthesis of our skin's collagen and elastin cells</li><li>• Science now allows us access to Low Molecular Weight HA when previously its large molecular structure didn't allow for effective absorption</li><li>• Some studies show that a lower molecular weight HA will help support the skin's synthesis of its own HA reserves</li></ul>
SOURCES	<ul style="list-style-type: none"><li>• Most HA is now plant-derived or developed in a lab, however it used to be common practice to extract it from rooster combs (and still is for some medical purposes)</li></ul>

# The Ultimate Glow Up

I'm sure you're used to hearing about the importance of hydration in the skin, but did you know it's not always effective to reach for a richer moisturizer? When we talk about hydration, we're typically referring to water content in the skin — not oils. That's why your skin can feel both oily and dehydrated at the same time.

**Hyaluronic acid** is humectant — *meaning it draws in and holds onto water* — and is naturally found in our skin. Just like our natural collagen breaks down with age, so does our skin's hyaluronic acid content. This can leave the skin feeling tight, lacking glow, and cause flakiness. When we apply hyaluronic acid to the skin it draws in hydration from the atmosphere AND helps the skin retain the water you drink throughout the day.

Each molecule can hold over 1000 times its own weight in water molecules, so as it collects moisture, the molecules expand and plump the skin. Applying hyaluronic acid topically prevents skin barrier deficiencies that cause skin dehydration (also known as transepidermal water loss) .

## 4. Vitamin A

Vitamin A (commonly referred to as retinol) is one of the most popular ingredients among skin care professionals — and for good reason. **Vitamin A** *has the most scientific backing of any skincare ingredient - recognized as one of the only active ingredients that creates a physiological change in the matrix of the dermis.*

When a retinoid is applied topically, it penetrates the stratum corneum (outer skin layer) seeking to bind to skin cell's retinoid-loving receptors. This response increases cellular turnover rate, resulting in new healthy cells and activated fibroblasts (the collagen synthesizing cells in our bodies) to ultimately reduce the appearance of fine lines, uneven texture, and sun damage. Plus, increased cellular activity helps to clear pores and build new collagen around them to repair "open" or enlarged pores.



# The Ultimate Glow Up

**Vitamin A** was the first topical skincare ingredient to be approved as an anti-wrinkle agent by the Food & Drug Administration in the US and Canada, and since then, its popularity has only grown. Even over-the-counter brands are taking advantage of the surge in demand.

In the world of cosmetic chemistry, the Vitamin A molecules that connect with the retinoic acid receptors in our skin cells are known as retinoids. There are various types of retinoids that you can find in skincare products.

When you apply alcohol retinol to your skin, it goes through a transformation into aldehyde retinal and then into retinoic acid, which is what binds to the Vitamin A receptors in your skin. Retinoic acid is the most powerful form of retinoid because your skin can use it directly to create positive changes. Just keep in mind that this strength also means it can be a bit more sensitive for some people.

Below are the most recognizable forms of retinoids in modern skincare formulations. Each has its place so understanding the differences between them is key to helping you reach your skin health goals.

RETINOL ESTERS	<ul style="list-style-type: none"><li>• Produced by adding a fatty acid to retinol</li><li>• Keeps the molecule from oxidizing with exposure to oxygen, however makes it more vulnerable to UV</li><li>• Needs to convert 3x to become retinoic acid [ester &gt; retinol &gt; retinal &gt; retinoic acid] making it less irritating, but allows more potential for loss of stability + efficacy</li><li>• Most commonly found as Retinol-Palmitate + Retinyl Linoleate in products advertising anti-ageing properties</li></ul>
RETINOL	<ul style="list-style-type: none"><li>• Most common form of retinoid in professional skincare</li><li>• The alcohol form of Vitamin A as it occurs in nature</li><li>• Two stages away from its final transformation into retinoic acid [retinol &gt; retinal &gt; retinoic acid]</li><li>• Not as potent as retinoic acid, but used in so many skincare formulations because it's less sensitizing</li><li>• Specifically effective for treating collagen degradation, hyperpigmentation, and stimulating glycosaminoglycans</li></ul>
RETINAL	<ul style="list-style-type: none"><li>• Also known as Retinaldehyde</li><li>• Considered one step more potent than retinol requiring only one conversion to retinoic acid</li><li>• Works up to 11x faster than retinol but without the sensitizing effect of retinoic acid (often resulting in higher efficacy due to more frequent/consistent use)</li><li>• Known for its ability to stabilize cellular processes and improve acne, wrinkles, and texture</li></ul>
TRETINOIN	<ul style="list-style-type: none"><li>• Often referred to as Retin-A or Renova</li><li>• A pure form of retinoic acid, requiring no conversion for our cells to make use of it, so can cause significant sensitization</li><li>• Only available via prescription by a physician or dermatologist so that its use can be carefully monitored</li><li>• Most commonly prescribed to treat acne, advanced ageing, and in some cases, stretch marks</li></ul>
TAZAROTENE	<ul style="list-style-type: none"><li>• A pure form of retinoic acid, requiring no conversion for our cells to make use of it, so can cause significant sensitization</li><li>• Only available via prescription by a physician or dermatologist so that its use can be carefully monitored</li><li>• A synthetic form of retinoic acid that has been developed to target specific cell receptors to treat chronically photodamaged skin, acne, and psoriasis</li></ul>



# The Ultimate Glow Up

Vitamin A is E for Everyone!

**Mature Skin:** Retinol helps to speed the skin's cellular metabolism helping form healthy new skin cells and activating collagen production, the connective tissue that helps our skin stay plump and youthful.

As we age our collagen production and healthy cells deplete due to a slowing cellular metabolism (also known as the cellular turnover rate of our skin). Each year our skin takes longer and longer for cells to renew, creating dullness, fine lines, and uneven tone. One of the main reasons this happens is due to depleted levels of **Vitamin A** within the skin caused by sun exposure, free radicals, and normal aging. Using a form of Vitamin A called [retinol, Retin-A, etc.) quickly replenishes the cells Vitamin A and brings new cells to the surface of your skin for a fresher more reflective appearance.

**Oily & Blemish Prone Skin:** There is a proven connection between people who become easily deficient in Vitamin A and people with acne. For treating breakouts and excess oil production, using Vitamin A to replenish your natural reserves will result in: decreased oil production, more efficiency in shedding dead skin cells (preventing them from clogging pores), and improved blood flow to areas with breakouts to help speed up the healing process.

**Scarred or Textured Skin:** Textured skin or the textured scarring that takes place as a result of breakouts happens because the collagen in the skin where the breakout occurred became damaged. To create new collagen and smooth out these areas, we need to speed up your skin cells' lifecycle to mimic how the skin behaved when born – when it was creating lots of new collagen! Creating new collagen with **Vitamin A** will help rebuild pore walls and refine their size, as well as smooth out the texture of the skin.



# Mindful skincare.

Mindful Skincare is what our Euro Botanicals & Clinicals Skincare products are all about. We are committed meet the demands of the new age of skin care—one born of intention, a holistic approach and an acknowledgement that everyone deserves an effective, good-feeling skincare experience they can trust.

Our approach - using skin care as a vehicle for part of a more comprehensive approach to wellness - means you can purchase with more trust and fulfillment while keeping your overall skin health a focal point in your lifestyle choices.

Contact us to learn more - visit our [Spa Services Page](#) for treatment menu options and contact our [customer service specialists](#) for information and to order.

*Glow wherever you go!*

[The Euro Institute of Skin Care](#)

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