

*Top 10
Skincare
Secrets To
Healthier,
Happier
Skin!*



ARDOUR™
BROWS & LASHES

Acknowledgement

This eBook has been written with the help of our dedicated Ardour Artists.

We would like to thank our Ardour Artists for their contribution! They kindly share with you all their knowledge and years of experience as beauty therapists at ARDOUR Brows & Lashes.

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Table of Contents

<i>Introduction</i>	01
<i>SECRET #1: Know your skin type</i>	02
<i>SECRET#2: NEVER sleep with your makeup on!</i>	04
<i>SECRET#3: Price doesn't matter, until it does</i>	05
<i>SECRET#4: Be gentle</i>	07
<i>SECRET#5: Follow the instructions, don't overdo it</i>	08
<i>SECRET#6: Know what you're using</i>	09
<i>SECRET#7: Use makeup suited for your skin type</i>	10
<i>SECRET#8: Give new products a chance</i>	12
<i>SECRET#9: Look for changes, don't stop learning</i>	13
<i>SECRET#10: Keep a consistent routine</i>	14
<i>Bonus: Skincare Routine Checklist</i>	15

Top 10 Skincare Secrets To Healthier, Happier Skin!

Love The Skin You're In

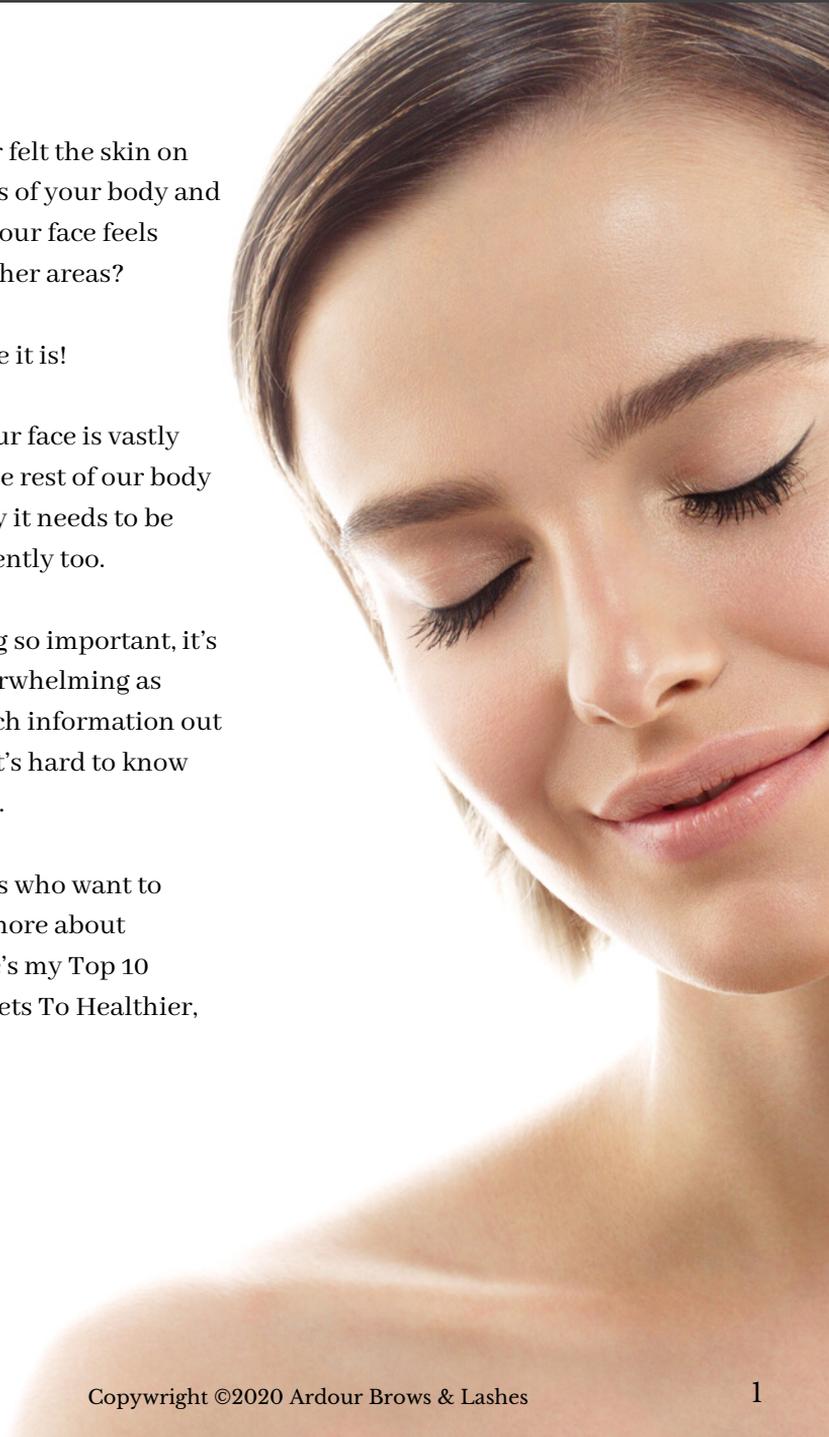
Have you ever felt the skin on different areas of your body and noticed that your face feels different to other areas?

That's because it is!

The skin on our face is vastly different to the rest of our body and that's why it needs to be treated differently too.

For something so important, it's definitely overwhelming as there's so much information out there and so it's hard to know where to start.

For those of us who want to learn a little more about skincare, here's my Top 10 Skincare Secrets To Healthier, Happier skin!



Top 10 Skincare Secrets To Healthier, Happier Skin!

Love The Skin You're In

SECRET #1: Know your skin type

The skin on our face can fall under one of the following types: normal, oily, dry, or combination. Knowing your skin type is vital when it comes to caring for your skin properly, as skincare products are usually suitable to a specific type. I highly recommend getting a skin analysis done by a professional to pin point your skin type, and how to care for your skins personal requirements and needs! By knowing your skin type, you can care for it correctly.



Top 10 Skincare Secrets To Healthier, Happier Skin!

Love The Skin You're In

But for now, let me break each type down for you:

Normal: The rarest type! Most commonly (but not exclusively) found in young skin, such as children, the skin has an even texture, healthy colour, and is usually blemish free.

Oily: Prone to shininess and enlarged pores. Skin feels thicker and more coarse. Blackheads and pimples are common.

Dry: Prone to flakiness and dry spots, skin lacks oil and feels thinner. Pores appear small and tight.

Combination: skin is oily in some areas (typically the T-zone), and dryer in others (typically cheek/jaw area. Prone to blemishes such as blackheads and pimples in the t-zone/oily areas.



Top 10 Skincare Secrets To Healthier, Happier Skin!

Love The Skin You're In

SECRET#2: NEVER sleep with your makeup on!



I can't stress this enough: never, EVER sleep with your makeup on!

Our skin renews itself best at night whilst we sleep. When our skin can't breathe, it can't refresh its cells over to the best of its ability! Not only that, but it becomes a breeding ground for bacteria. The bacteria and makeup particles can cause infections in eyes and other areas it seeps into, so it's just not worth the risk!

On top of that, it's a one-way ticket to clogged pores, break outs and blemishes. It then becomes more difficult for your skin to absorb the products you apply later due to the build-up that has been created.

Say it with me: "I will always take my makeup off before bed, even if I'm exhausted after a long day!"

Top 10 Skincare Secrets To Healthier, Happier Skin!

Love The Skin You're In

SECRET#3: Price doesn't matter, until it does



Makeup and skincare can be expensive... very expensive! But that doesn't mean that you need to spend big dollars on products. There are plenty of perfectly good drugstore products for healthy and happy skin if you're on a budget, or if you don't want to splurge.

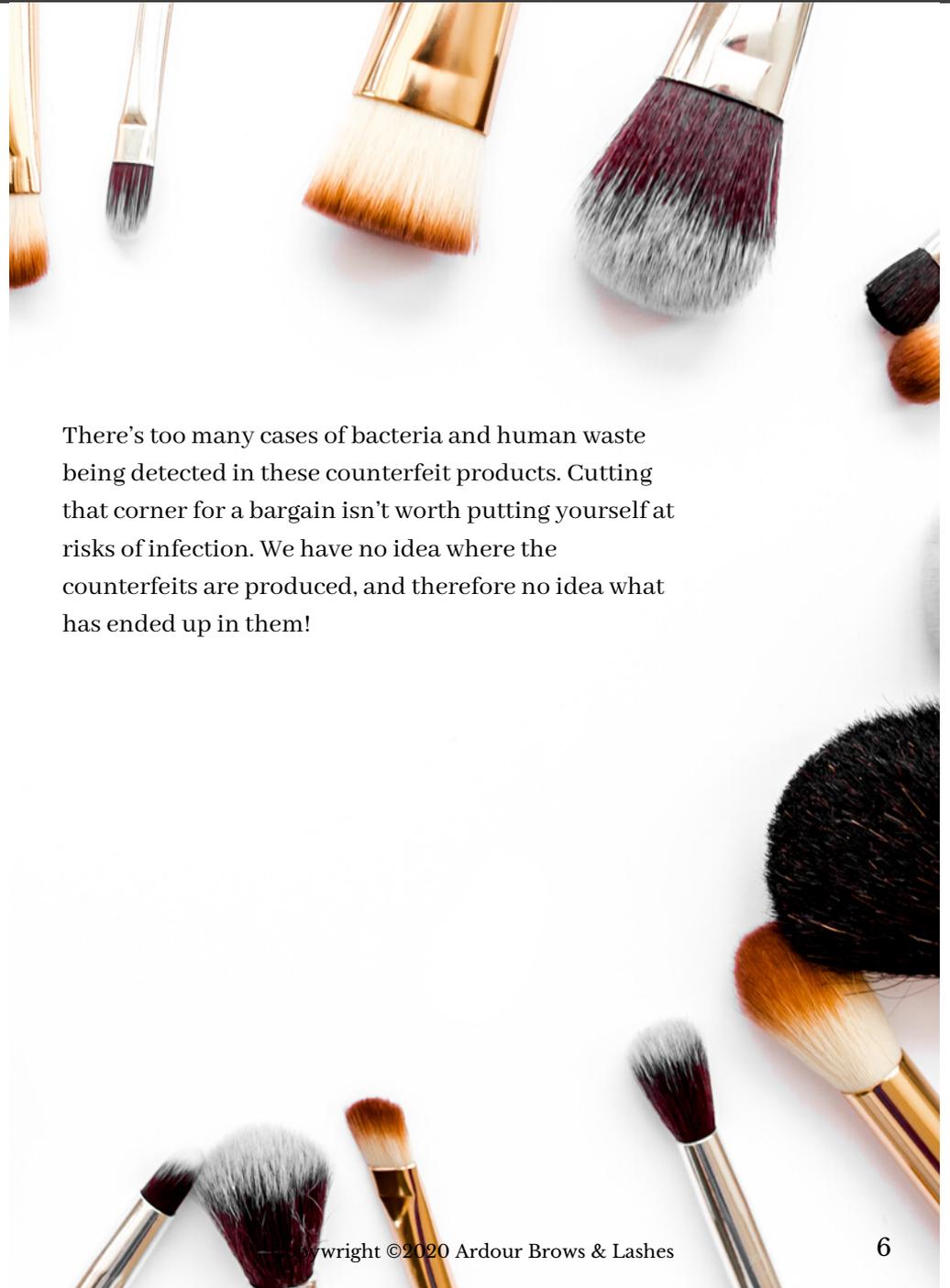
This goes for skincare products and makeup products alike.

However, don't cut corners. Makeup lovers, I'm looking at you for this one. Counterfeit makeup is a no go!

Whilst a knock-off version of that expensive eye shadow palette or lipstick you love the look of might be tempting, they're not safe.

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Love The Skin You're In



There's too many cases of bacteria and human waste being detected in these counterfeit products. Cutting that corner for a bargain isn't worth putting yourself at risks of infection. We have no idea where the counterfeits are produced, and therefore no idea what has ended up in them!

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SECRET#4: Be gentle

We all know the classic “don’t stretch your skin when you put eyeliner on, or you’ll get wrinkles”.

Well... the same goes for the rest of your skincare and makeup routine.

Vigorous motions and excessively firm pressure (especially when paired together, eek!) just aren’t necessary.

Not only are you bound to have a much more relaxing time, but your skin will thank you for it in the long term.

Ageing is a beautiful process, but let’s not cause premature ageing!

For those of us with oily skin we should be extra gentle; overstimulating our skin means increased oil production.

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Love The Skin You're In

Bonus pro-tip: if you have oily skin, pat your serums and particularly your moisturisers in, rather than rubbing/massaging. It can help prevent a greasy or oily-looking appearance afterwards.

SECRET#5: Follow the instructions and don't overdo it

Just because a product is high quality doesn't mean that using it more frequently or leaving it on for longer will be beneficial! In some cases, it may even cause more harm than good.

Directions for use and instructions are your best friend.

There are guides you can find online that will tell you how frequently to use a product type and how long you should spend with the product type on. Those are great if you aren't sure or instructions aren't listed, but they're an estimate! Nobody knows how to use the product better than the manufacturer.

If the packaging says to exfoliate 2-3 times a week, only use it 2-3 times a week. If it says to leave the mask on for 10-15 minutes, only leave it on for 10-15 minutes.

No one wants to scrub their skin raw by over-exfoliating, or stripping moisture from their skin by cleansing for too long.

Correct usage and moderation is key!

Top 10 Skincare Secrets To Healthier, Happier Skin!

Love The Skin You're In

SECRET#6: Know what you're using



This one ties in with Secret #1, but know what ingredients you're looking for. Or alternatively, what ingredients you want to avoid. Some ingredients are great for some skin types but some should be avoided for others.

Manufacturers sometimes sneak nasties into our products, so we need to know what we all should be avoiding too.

A great general rule of thumb for ingredients lists: the first 6 or so ingredients on the list typically have the higher concentration within the product.

Ingredients will be listed in order of highest concentration to the lowest concentration.

Paulaschoice.com is a great source for knowing the effects and safety each ingredient will have on your skin.

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Love The Skin You're In

SECRET#7: Use makeup suited for your skin type

Have you ever felt that your foundation just never looks as flattering as you like?

Or perhaps you felt as though it worsens skin issues... Or you may be asking yourself why it doesn't last you through the day?

Well the answer is very simple.

It's because not every kind of makeup is suitable for every skin type. This applies (but not exclusively) to foundations and lipsticks in particular.

Foundations go further than just giving a matte or dewy appearance.



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Love The Skin You're In



If you have oily skin, you might find that mineral foundations don't last long, and make you feel oilier.

On the other hand...

If you have dry skin, matte or powder foundations may not be very comfortable, or they may enhance any dry patches you have. Not only that... this also applies to different lipstick finishes.

If you have any concerns with your makeup, a quick google search for makeup formulas suitable for your skin type may solve all of those problems!

SECRET#8: Give new products a chance

Have you ever tried a new product, and you noticed an increase in blemishes? A lot of the time, this makes us panic. And that's understandable, because we don't want to use something that makes things worse.

But just know; blemishes coming up isn't always a bad thing!

Quite often, trying a new cleanser (good quality ones in particular) will cause our skin to do what we know as 'purging'.

In a nutshell, purging is the product doing its job; its pulling out all of the gunk in your skin. So if you notice an increase in blemishes, don't throw the towel in just yet!

Simply give the product a chance.

However, if the problem and blemishes persist, that's when I would recommend moving on.

Products should help us, not hinder our progress. If you ever notice signs of irritation or feel discomfort after using a new product, don't use it again without seeking medical attention and advice first.

Top 10 Skincare Secrets To Healthier, Happier Skin!

Love The Skin You're In

SECRET#9: Look for changes, don't stop learning



I highly recommend you keep your eyes and ears out and further your knowledge of skincare regularly. Our skin changes over time and as we age, therefore what our skin needs will change too.

Even the seasons and time of year can impact your skin.

If you can, getting a skincare professional to analyse and check your skin regularly can help pinpoint any causes behind concerns or changes you may have.

Top 10 Skincare Secrets To Healthier, Happier Skin!

Love The Skin You're In

SECRET#10: Keep a consistent routine



Consistency is key for best results. If you've got an inconsistent skin routine, you aren't maximising your skins' health potential. And if you have any concerns with your skin, you aren't going to see a great deal of improvement.

For the most glowing, healthy, and happy skin possible, find a routine that works for you and stick to it!

It can be difficult to begin with if you aren't used to it, but a consistent routine is so rewarding. Just think of your designated skincare time as a treat. You worked hard and got through the day, so you deserve to pamper yourself.

If you're not too sure what your skincare routine should look like I've attached one on the next page. ENJOY!

Skincare Routine

CHECKLIST

If You're Looking For a Basic Skincare Guide To Get You Started, We've Got You Covered!

Daily Routine

Morning:

- Double cleanse
- Tone
- Serum
- Moisturise
- Eye cream
- SPF/ Sunscreen

Night:

- Double cleanse
- Tone
- Serum
- Moisturise
- Eye cream

Weekly Routine

- Exfoliate 2-3 times a week*
- Use a face mask 1-3 times*

* As per product directions and skin needs.
This is preferably done at night.

Please note this is a general rough guide, please refer to each products directions for use and cross check that first before following this routine (as this is an estimate based on the average products on the market).