# Clear Skin Secrets

The  ${
m 11}$  lessons you must learn to achieve clear & healthy skin.



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## Introduction.

A quick summary of what you will find in this guide and how to make the best of it.

More than 90% of people are affected by acne, some just in their teens and others much of their adult lives. This guide will help you guickly understand the causes of acne and give you some important information on how to achieve a clear and healthy complexion from both the inside and the outside.

To make things easier, we have broken the information down into 3 categories with a total of 11 lessons to follow. This may seem overwhelming at first so take your time and slowly integrate each lesson into your life.

Some of the lessons are very easy while others you may find challenging to follow. Do your best, stick to the routine and your skin should begin to heal within 2-3 weeks.

## It not just about a clean face.

As you will learn in this guide, acne has 4 causes - we will teach you how to fight it on all fronts.



Each lesson is numbered ## to make it easy for you to spot the critical information.



# The causes of acne.

These are the 4 main reasons you get acne, without any scientific jargon.



Clogged Pores.

Your skin is constantly renewing itself. Sometimes skin cells get stuck in your pores and 'clog them up', leading to whiteheads and blackheads



Bacteria.

A bacteria known as p. acnes (propionibacterium acnes) lives on your skin. Inside a clogged pore, it can grow out of control.



Inflammation.

Inflamation and swelling increases the chance of clogged pores and is what makes acne red.



Too Much Sebum.

Sebum is sticky, if you produce too much, your pores are more likely to get clogged, leading to more bacteria and more acne.

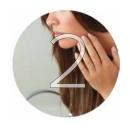
# Preventing Acne.

Since acne has multiple causes, you must utilize multiple solutions. These are the 3 ways you will improve your skin.



# Skin Care Products & Medicine.

The right products will exfoliate your skin and kill p. acne bacteria without clogging your pores or causing too much inflammation or dryness.



### Daily Habits & Lifestyle.

Certain habits can make your acne worse by causing inflammation or spreading bacteria. Luckily, there are some simple changes you can make.



#### What You Eat & Drink.

Your diet can seriously affect 2 of the 4 main acne causes: inflammation and sebum production. If you have a poor diet and don't change it, you probably won't get the clear skin you want.





#### Hormones.

During puberty, pregnancy and 'that time of the month', your hormones change and can cause new acne or excarbate your existing acne.

Don't give up: Your diet, lifestyle and stress level can affect your hormones and at least you are in control of these.



#### Your Genes.

Let's be honest, some people have great skin no matter what they do, while some of us have to try everything to get our skin clear. Chalk this up to genetics, you can't change your genes, at least not yet. So let's focus on the things we can change.

# Topical Products & Medicine.

It's not just about using the right products, you must use them correctly for your skin type.

## Your skin care products must fight the 4 causes of acne.









Reduce Inflammation with Passion Flower Extract

## Using skin care products:

## Be Patient.

Your acne won't clear up overnight. In fact, it could get a little worse before it gets better. But follow these lessons, use the right products for your skin, and you should begin to see results in about 2-3 weeks.

## Less is More.2

Using more product is not better. Actually, if you use too much product you'll probably make your skin worse. Start off slowly, using only a small amount of each product, especially the serums.

## Be Gentle. 3

Irritation makes acne worse. The harder you rub and the more you touch, squeeze or poke, the more irritated your skin will get, and that means more acne. So be gentle with your skin at all times, especially when washing or applying products.



For more detailed instructions, watch our Video Usage Guide at exposedskincare.com

# Daily Habits: Obey these rules.

Seriously. Don't just follow them for a week, make each of them a habit. You won't believe the difference they make.



# Change your pillow case every 2 days.

It gets dirtier than you think and can cause more acne. When laundering, use a fragrance free detergent and do not use fabric softener.



### Don't touch your face.

This includes no picking, popping or squeezing.



#### Sweat, Then Wash It Off. Exercising a few times a week is great for your body and for your skin. The key is to wash your face as soon as

possible after an activity.



#### Don't Stress It.

Stress can cause acne, which in turn causes more stress...a vicious cycle. While there is no silver bullet to eliminate stress, here are a few tips.

- 1. **Get outside, get a little sun:** Being outside helps you gain perspective and Vitamin D from the sun will improve your mood.
- 2. Spend more time with friends & family
- 3. Watch a sad movie: a recent study found that this may help you cope real-world stress and sadness.

# You Are What You Eat & Drink.

It matters more than you think but results don't happen overnight. Follow these quidelines and you will see a huge difference in 2 to 3 weeks.



## Avoid Sugars and Bread

It's confirmed - consuming too much sugar and bread can make your acne worse! Numerous clinical trials found links between sugar and acne.



### Drink plenty of water.

Many people with great skin swear this is the secret, the rule of thumb is 8 glasses per day.

Try to avoid all sugary drinks, period.



### Avoid Most Dairy

Several studies have determined that dairy, especially too much milk and cheese, can exacerbate acne.

Worried about healthy bones? Try some impact exercise and get your calcium from spinach, kale and white beans.



### Take Natural Supplements.

Our diets are not perfect, so adding a few important supplements can help make up the shortfalls

**Beneficial Supplements**: Probiotics, omega-3's, zinc, chromium, vitamin-A, vitamin-E, vitamin-B5, selenium, silymarin (Milk Thistle)



We packed as much of these beneficial ingredients as we could into a once-a-day pill called the Exposed Probiotic Complex, available on our website.



- Soda, most fruit juice and other sugary drinks
- Candy, white bread, potato, corn
- Milk, cheese

#### **ENJOY**

- Fresh fruits, vegetables and nuts
- Lean protein and beans
- A small amount of whole grains

## Thank You.

Thank you for reading this guide. Now it's time to take action and integrate these lessons into your life.

You are now armed with the knowledge necessary to begin healing your skin in multiple ways. It is important that you remain patient and stick to the plan. Results don't come overnight.

# We Are Here To Help.

Feel free to call or email us with any questions or concerns. Our contact information is below.

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