

# Cleansing Smarter, Not Harder

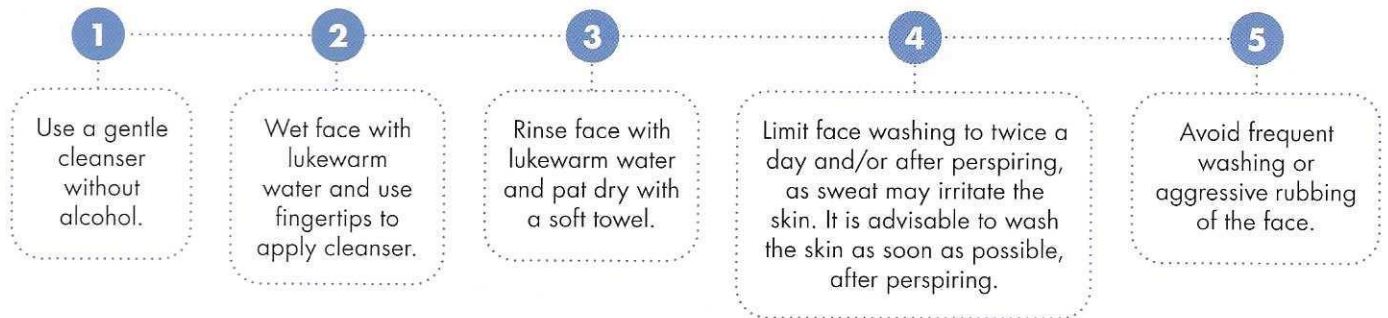
In our quest for good skin, you might inadvertently be cleansing too often. Here are some tips to take better care of our skin, during our daily cleansing routine.

## Selecting the Right Cleanser for Your Skin Type

- Identify skin type and/or concerns. Seek professional advice if unsure.
- Consider active ingredients and formulation – such as foams, creams, gels and bar cleansers.
- Foams and gels are usually more suitable for oily skin, while cream and oil cleansers are usually more suitable for dry skin.
- Avoid cleansers with added fragrances which can cause skin irritation.
- Test new products with a small sample on your inner wrist/elbow crease and observe for any adverse reactions that may appear within 48 hours. If skin irritation occurs, stop immediately and consult a doctor. This is to test for allergic contact dermatitis.



## Cleansing Done Right



## What are Considered Harsh Cleansing Methods?



### Scrubbing

Although scrubbing may exfoliate dead skin cells, scrubbing roughly can cause microtrauma and damage the skin barrier. Skin irritation may occur from scrubbing excessively for individuals with dry, flaky skin.



### Hot Water

May cause thermal damage to skin cells, disrupting the skin barrier, making the skin more susceptible to irritation from harsh cleansers. The skin is also less likely to retain moisture and may appear dry and reddish.



### Frequent Washing

Frequent contact with water may cause the skin to swell and disrupt intercellular lipids, causing a breakdown in the skin barrier.



### Having Long Baths/Showers

Long baths/showers expose the skin to water and irritants in soap, and similar to frequent washing, can strip the skin of natural oils.

## Exfoliation, Yes or No?

- Exfoliation scrubs remove dead skin cells from the outer layers of the skin, resulting in the skin looking cleaner and smoother.
- Before exfoliation, individuals should consider the other facial products they use. Anti-aging and brightening creams may contain retinol that may cause the skin to peel. Concurrent use of exfoliation treatments and/or products such as retinol may increase dryness, redness or irritation.
- Frequency of exfoliation depends on skin type and the individual's response to exfoliation. Individuals with dry and/or sensitive skin, may consider mild chemical exfoliation. Individuals with oily skin, may consider stronger chemical treatments or mechanical exfoliation.

## Types of Exfoliation

- **Mechanical exfoliation**  
Using a scrub, brush or sponge to physically remove dead skin cells.
- **Chemical exfoliation**  
Using alpha-hydroxy acids to dissolve dead skin cells.