

# THEORETICAL FRAMEWORK

## SKIN CARE: CONCEPT AND RELEVANCE

Skin care refers to the practices and products used to maintain the health and appearance of the skin. This includes cleansing, moisturizing, exfoliating and sun protection. The skin acts as the body's first defense barrier, protecting us from external factors such as pollution and microorganisms.

A proper skin care routine not only prevents dermatological problems such as acne and premature aging, but also promotes emotional well-being, since healthy skin