1. **What is Acne?**

<http://www.pureskinlounge.com/#!what-is-acne/c6db>

**Title**:

**Breadcrumb**: None

**Heading**: What is Acne?

**Body Copy:**

Retention Hyperkeratosis, better known as "Acne" happens when dead skin cells sheds quicker than the pore can expel them. If you are prone to acne, your pores clog with dead skin cells much faster than normal. Healthy pores shed about one layer of dead skin cells per day inside the pore, but acne-prone pores shed up to five layers of dead skin cells per day. Most acne, no matter what form it takes, starts with microcomedones. This means the answer lies in products that penetrate the pore to prevent dead skin cells from building up. This why your home care routine is so crucial it is all about preventing the microcomedones (the beginning of acne) from forming. This is the best way to clear your skin of acne.