

Skincare, Haircare, and Bodycare Reference Guide

Skin Care

Care Steps:

- Cleanse - Remove dirt, oil, and impurities
- Tone - Balance skin pH and prep for treatments
- Treat - Target specific skin concerns
- Moisturize - Hydrate and nourish the skin
- SPF - Protect from harmful UV rays
- Under Eye - Care for delicate under-eye area

Product Types:

- Cleansers
- Toners
- Serums
- Moisturizers
- Sunscreens
- Under-eye treatments
- Body lotions
- Roll-ons

Concerns:

- Acne
- Pigmentation
- Dehydration
- UV Damage
- Underarm Darkness
- Oiliness
- Dullness
- Aging

Key Ingredients:

- Vitamin C
- BHA / Salicylic Acid
- Retinoid / Retinol

- Niacinamide
- UV Filters
- Ceramide

Hair Care

Care Steps:

- Treat - Address specific hair issues
- Shampoo - Cleanse the scalp and hair
- Mask - Deep condition and nourish

Product Types:

- Shampoos
- Hair Serums
- Hair Masks

Concerns:

- Hair Fall
- Damaged Hair
- Dandruff
- Scalp Irritation
- Frizzy Hair
- Dull Hair
- Oily Scalp
- Hair Thinning

Key Ingredients:

- Capixyl
- Maleic Acid
- Peptides
- Carnitine

Body & Bath Care

Care Steps:

- Cleanse - Remove dirt and oil from the body
- Treat - Target skin concerns across the body

- Moisturize - Hydrate and soften the skin

Product Types:

- Body Washes
- Underarm Roll-ons
- Body Lotions

Concerns:

- Body Acne
- Underarm Darkness
- Dry or Flaky Skin
- Excess Sebum
- Body Odour
- Rough or Bumpy Skin

Key Ingredients:

- Salicylic Acid (BHA)
- Capryloyl Salicylic Acid (LHA)
- Niacinamide
- Nonapeptide
- Glycolic Acid
- Mandelic Acid
- Shea Butter