



# Healthy Hair and Skin Care Guide

## Tips for Best Results



Thank you for purchasing LuxeOrganix Organic Psoriasis Shampoo + Body Wash.

It is our sincere desire that you will absolutely love your skin and love your experience when you use our products. Because we aren't willing to settle for less than the best ingredients, with health as our priority, you may notice some differences between what you've used in the past, as you begin using our products. Our goal is for you to have beautiful skin, without sacrificing your health.

So now that you've got our healthy products in your hands, let's focus on what you can expect with LuxeOrganix, and how you can get your best, beautiful results with it.



- Christine Kominiak,  
*Founder of LuxeOrganix*

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## LuxeOrganix Organic Psoriasis Shampoo + Body Wash

You may not know this, but most shampoos and soaps are far too harsh for your scalp and skin. They strip away everything, including the all-important oils and nutrients that keep your scalp and skin balanced.

This wreaks havoc on otherwise healthy scalp and skin, and it's worse if you have psoriasis, eczema, dermatitis, or other sensitive skin conditions.

### What is Psoriasis?

Psoriasis is a chronic disease driven by an overactive immune system. While the exact cause of psoriasis is unknown, your immune system and genetics play major roles.

More than 8 million Americans have plaque psoriasis, the most common form of psoriasis. Of those, nearly 2 million have what is considered moderate to severe plaque psoriasis.

Psoriasis can show up differently on different people, but some common symptoms include red, raised, and scaly skin patches that can itch and burn. These appear in patches ("plaques") on your skin and scalp.

Harsh shampoos and soaps, highly acidic formulations, and artificial fragrances in skincare products can trigger or irritate this condition. Even in the healthiest skin, these ingredients can leave your scalp and skin dry, flaky, and itchy. (Dandruff, anyone?)

### That's why we created our new Organic Psoriasis Shampoo + Body Wash.

Unlike those other products that are loaded with harsh soaps and artificial fragrances, our gentle, unscented irritation-free formula provides relief without a medicine-y smell.

LuxeOrganix Psoriasis Shampoo + Body Wash is safe for use by adults, children, and babies as a daily gentle shampoo and body wash to maintain a healthy pH balance on your scalp and skin. It's a godsend for sensitive skin!

To promote absorption and prevent stripping, we lowered the pH of our product to 5.5 and included calming, nourishing organic and natural ingredients that are proven to nurture irritated and sensitive skin.



## Skin Types This Is Best For

Our gentle, non-medicated formula helps prevent, soothe, and stop the cycle of dry, irritated, flaky skin on the body or scalp as a result of harsh cleansers.

LuxeOrganix Organic Psoriasis Shampoo + Body Wash:

- Perfectly pH balanced at 5.5 to improve absorption and support skin's natural barrier function.
- No harsh chemicals or fragrance to prevent irritation.
- No sulfates, SLS, sodium chloride, parabens, drying alcohols, gluten, dyes or phthalates, making it safe for sensitive skin, and even children and babies.



Though LuxeOrganix Organic Psoriasis Shampoo + Body Wash is often chosen by people challenged with psoriasis, it's really meant for anyone concerned with protecting and repairing dry, itchy, or flaky scalp and skin. Those who want to minimize the appearance and recurrence of plaque psoriasis, eczema, dermatitis, heat and diaper rash, and dry, damaged skin texture, can expect visible benefits after ongoing continued use of this product as part of their overall daily skin care routine.

Most shampoos are far too harsh for the scalp and skin, stripping away everything, including all-important oils and nutrients. To provide you a solution to this problem we lowered the pH of our product to 5.5 and included calming, nourishing organic and natural ingredients.



Free of parabens and other commonly used harsh ingredients, LuxeOrganix Organic Psoriasis Shampoo + Body Wash is safe for all skin types, and all ages. It is especially beneficial to those with sensitive skin. Allergic reactions commonly occur with products that have synthetic dyes, fragrances, parabens, sulfates and high concentrations of acids, which this product does not contain.

If you do have extremely sensitive or allergic skin, it is always recommended that you do a small patch test for compatibility prior to using any new products. To test for compatibility, apply a small amount of the product to the inner area of your arm near the crook of your elbow. This part of the body is a sensitive area and a good place to perform a patch test.

Not only will your scalp and skin thank you for treating yourself to this calming 2-in-1 shampoo and body wash, but you'll also feel great knowing it's non-toxic, designed with your well-being and health in mind!

## Directions & Professional Tips For Best Results

Our Psoriasis Shampoo + Body Wash can be used by adults, children, and babies as a daily gentle shampoo and body wash. Regular use helps to maintain a healthy pH balance of your scalp and skin.

**To help manage psoriatic conditions,** LuxeOrganix Organic Psoriasis Shampoo + Body Wash can be an effective product to use in between or in addition to medicated psoriasis shampoo and body wash, as it is formulated specifically to prevent dryness, itching, flaking, and soothe burning and irritation - which is very important when you want to calm and prevent psoriasis flare-ups.

We recommend using LuxeOrganix in between any treatment products recommended by your health care professional.

**To properly apply the shampoo,** saturate your hair with cool or warm (not hot) water, then apply using your palms and fingertips to spread and gently massage into your scalp and hair. Rinse thoroughly using your fingertips to gently massage the lather away from your scalp.

**To use as a body wash,** after wetting your skin with water, pour a small amount of product into your palm and gently massage your body using a circular motion to lather. Rinse with clean water.

## HOW AND WHEN TO USE

### WHEN TO USE

Gentle and pH balanced for daily use to clean hair and scalp while calming and preventing dry scalp, itching, flaking and burning.

### HOW TO USE

**FOR HAIR:** Saturate hair with cool or warm water (not hot water), then apply using fingertips and palms to spread and gently massage into scalp and hair. Leave lather on for a few minutes. Then rinse thoroughly using your fingertips to gently massage the lather away from your scalp.

**FOR BODY:** Use as a daily body wash. After wetting skin with water gently massage in a circular motion to create lather. Rinse thoroughly.

**PROFESSIONAL TIP:** Psoriasis, eczema and dermatitis skin conditions can be aggravated and perpetuated by drying out the skin, leading to itching. Avoid long, hot showers and be gentle when you wash as psoriasis can worsen by pulling or tugging at your hair, or by scrubbing your scalp and skin with too much intensity.



**Important Tip:** Don't skip the conditioner or moisturizer after your shampoo and body wash! Though this formula contains hydrating properties and it might feel redundant to add a conditioner or



*Organic Psoriasis Shampoo + Body Wash*

moisturizer, but these additional products act as a seal for all of the beneficial ingredients in the shampoo + body wash.

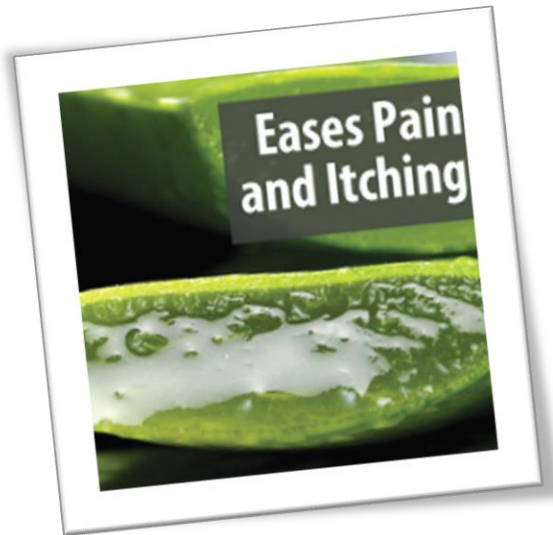
The power of our healthy shampoo + body wash is magnified when you use LuxeOrganix hair conditioners and skin moisturizers, leaving your skin and scalp looking and feeling its absolute best.

For more detailed instructions and professional tips, see the section below, "How To Achieve Healthy, Youthful Skin."



## Product Details

What you hold in your hands is a unique 2-in-1 shampoo and body wash which promotes healthy, youthful scalp and skin. This Organic Psoriasis Shampoo + Body Wash contains amazing antioxidants, vitamins, and plant extracts to transform your scalp and skin, leaving your complexion more radiant, healthy, and glowing!

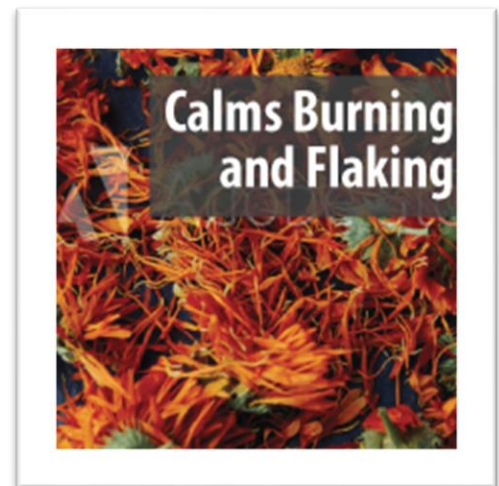


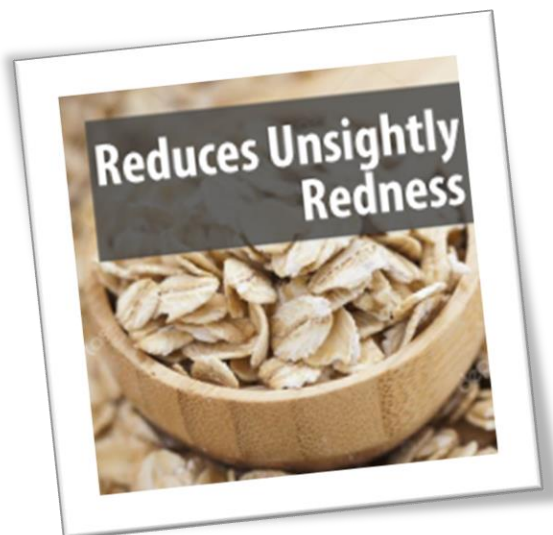
### Soothes and Deeply Moisturizes

**Organic Aloe Vera** (Aloe Barbadensis Leaf Juice) is our first ingredient, which means it is highly concentrated in this formula. This natural miracle ingredient is proven to soothe and moisturize deep into your skin. It offers anti-inflammatory, antimicrobial, antioxidant, humectant, and soothing, anti-itch qualities for all skin types, especially dry, damaged, broken, sensitive and irritated skin.

### Cleanses and Detoxifies

**Calendula Officinalis Extract**, or just *Calendula*, is a cleansing and detoxifying herb, historically known for treating chronic infections. Because of its anti-fungal, anti-inflammatory, antibacterial, and antiseptic properties, it is useful for healing wounds, calming burning and flaking skin from eczema and psoriasis, and even for relieving diaper rash and other inflammatory conditions of the skin.





### Anti-Aging, Hydrating, and Reparative

**Avena Sativa Oat Flour**, with its anti-inflammatory properties, can be effective in the treatment of psoriasis, as well as dermatitis, eczema, and other skin disorders. Not only does it reduce itching and redness, but it also has proven anti-aging, hydrating, and reparative properties for all skin types.

### Restores and Protects

**Orange Stem Cells** are proven to restore and improve skin tissue structure, and restore the quality of skin, leaving it visibly firmer, toned, and smoother. Produced from stem cells of Mediterranean orange, *citrus aurantium dulcis* (orange peel) callus culture extract stimulates collagen and elastin, renews cell growth, and minimizes sun damage. Helps to protect the skin and maintain moisture balance.



### Ingredients

Our Psoriasis Shampoo + Body Wash is Vegan, and simple, yet effective for cleaning your scalp, hair, and body!

72.868% ORGANIC INGREDIENTS: Aloe Barbadensis Leaf Juice, Water (Aqua), Sodium Lauroyl Methyl Isethionate (sulfate-free mild cleanser), Cocamidopropyl Betaine (coconut-based cleanser), Sodium Methyl Oleoyl Taurate (foaming cleanser derived from coconuts), Lauryl Glucoside (sulfate-free mild cleanser), Coco-Glucoside (natural foaming cleanser), \*Glycerol, Citrus Aurantium Dulcis (Orange) Callus Culture Extract, Xanthan Gum (Citrusum), \*Trigonella Foenum-Graecum (Fenugreek) Powder, Avena Sativa (Oat) Kernel Flour, Hydrolyzed Silk, Calendula Officinalis Extract, DL-Panthenol, Citric acid, Phenoxyethanol and Ethylhexylglycerin. (\*) Organic Ingredients

**ALL LUXEORGANIX PRODUCTS ARE CRUELTY-FREE:** Our skin care products are never tested on animals and are free of parabens, sulfates, GMOs, irritating artificial fragrance oils, phthalates, corn, and soy – and are proudly formulated here in the USA.

Designed with your health and wellbeing in mind, this product contains no harmful chemicals found in many other hair and skin care products on the market. It is not tested on animals and is Made in the USA

by a woman-owned business; so, when you use LuxeOrganix, you're not just benefiting yourself, but you are also positively impacting U.S. companies, jobs, and animals!

### Safety Warning

Safe for use on adults, children, and babies. Tear-free formula. External use only. Not for consumption. Stop use and ask a doctor if your condition worsens.

### Legal Disclaimer

Individual case conditions, and subsequently, individual results may vary widely with regard to timeframes and overall experience. Please note: We are fully aware of the effectiveness of our product, and we purposely make no claims about it.

Nothing here is to be misconstrued as medical diagnosis for diseases, conditions, treatments, claims, or recommendations for specific diseases. We do not give medical advice. Consult your licensed health care provider for advice and treatment. This is an organic and natural product.

Because the Food and Drug Administration (FDA) does not approve or disapprove natural products, they require all natural product companies to post the following disclosure:

**These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease or health. LuxeOrganix assumes no liability for inaccuracies or misstatements about products.**



## Frequently Asked Questions

Here are some questions or requests we've received from our customers:

### I got my bottle and it doesn't look totally full. Is this really 8 fl oz?

We carefully measure precisely 8 oz of product into each bottle, but because of the shape of this bottle, there is space at the top. We specifically chose this squat bottle for the Psoriasis shampoo + body wash because it is easier to pick up and hold in the shower, and to dispense the fluid easily. We also chose a clear bottle so you can simply see how much product is left in your bottle so you know when to order again. You can rest assured that you are getting a full 8 oz!

### How well does this work for scalp psoriasis?

This organic psoriasis shampoo and body wash may be used as a part of your treatment plan for psoriasis of the scalp and body. LuxeOrganix Organic Psoriasis Shampoo + Body Wash can be used as a perfectly pH balanced cleanser for after washing with a medicated psoriasis shampoo (since most medicated psoriasis shampoos are intended to treat the scalp, not to clean the hair). It works as an effective non-medicated, mild shampoo and body wash for use in-between periodic psoriasis maintenance treatments. If you have stubborn scalp psoriasis, your dermatologist may prescribe a medicated shampoo, topical steroid or medicine treatment that attacks psoriasis where it starts (in your immune system). When working with a dermatologist, it is important to use the treatment exactly as prescribed and for as long as recommended. Many people fail to see clearing because they stop following their treatment plan. It's not uncommon for a person with psoriasis to need to apply a medicated psoriasis shampoo every 2–3 weeks to keep their scalp psoriasis at bay. So once again, this product can be used as a perfectly pH balanced cleanser for after washing with a medicated psoriasis shampoo, but also as an effective non-medicated, mild shampoo and body wash in between periodic psoriasis maintenance treatments. It is formulated specifically to prevent dryness, itching, flaking, and soothe burning and irritation - which is very important when you want to calm and prevent psoriasis flare-ups. Most shampoos are far too harsh for the scalp, stripping away everything, including all-important oils and nutrients. To provide you a solution to this problem we lowered the pH of our product to 5.5 and included calming, nourishing organic and natural ingredients. It's perfect for itchy skin that's sensitive from things like psoriasis, eczema, dry skin, even mosquito-bites, diaper and heat rash, too! And it's gentle and tear-free, so even your tiny ones can use it during bath time. You can use it for the whole family for healthier growing hair and happier scalps.

### How often should I use this for the psoriasis on my scalp and body?

Many experts agree that for those with psoriasis it is important to limit showers and baths to once a day for 5-15 minutes, and to never use hot water, as it can trigger a flare up or aggravate your symptoms. It is important to follow your doctor's or dermatologist's recommendations for your specific situation and the severity of your psoriasis. This organic psoriasis shampoo and body wash may be used as a part of your treatment plan for psoriasis of the scalp and body.

Most medicated psoriasis shampoos are intended to treat the scalp, not to clean the hair. Therefore, you will usually need to use a non-medicated, gentle shampoo to wash after using a medicated psoriasis shampoo. The LuxeOrganix organic psoriasis shampoo is a non-medicated product that is safe for use



following using a medicated psoriasis shampoo, as well as to be used as a gentle shampoo and body wash to maintain a healthy pH balance of your scalp and skin.

Some people who use psoriasis shampoos with salicylic acid find that it irritates their skin. People with a sensitive scalp may only be able to apply psoriasis shampoos about twice a week. The LuxeOrganix Organic Psoriasis Shampoo + Body Wash can be an effective product to use in between the medicated shampoos and washes.

If you have stubborn scalp psoriasis, your dermatologist may prescribe a medicated shampoo, topical steroid or medicine treatment that attacks psoriasis where it starts (in your immune system). It's not uncommon for someone with psoriasis to need to apply a medicated psoriasis shampoo every 2–3 weeks to keep their scalp psoriasis at bay.

So once again, this product can be used as a perfectly pH-balanced cleanser for after washing with a medicated psoriasis shampoo, but also as an effective non-medicated, gentle shampoo and body wash in between periodic psoriasis maintenance treatments. It is formulated specifically to prevent dryness, itching, flaking, and soothe burning and irritation - which is very important when you want to calm and prevent psoriasis flare ups.

#### What conditioner would go well with this product?

We would recommend our LuxeOrganix Deep Conditioner + Hair Mask. It contains gentle natural and organic ingredients and is specifically formulated to hydrate the scalp and hair, which is important to prevent dryness, itching, flaking and irritation that are common symptoms of psoriasis.

#### Does this shampoo help with itching scalp issues?

Yes, LuxeOrganix Psoriasis Shampoo and Body Wash is a gentle, non-medicated formula that helps prevent, soothe, and stop the cycle of dry, irritated, flaky skin on the body or scalp as a result of harsh cleansers. It contains aloe barbadensis leaf juice (aloe vera), which is proven to help with dry skin and scalp itchiness. Aloe vera is also known to be anti-inflammatory, antioxidant, and soothing for the skin and scalp. Unlike other products loaded with harsh soaps and artificial fragrances, this shampoo and body wash is intentionally unscented to prevent irritation (fragrances are one of the most common skin irritants), and naturally formulated to promote calming. One key difference is the perfect pH balance of 5.5, so in addition to being a soothing scalp treatment, it can also be used as a body wash to help with other common skin irritations, such as dry, itching, damaged, broken, and irritated skin. And you'll also be glad to know that it is infused with Oat Flour and 1% Calendula Oil, which are known for healing eczema and relieving diaper rash - which means our shampoo and body wash naturally calms skin with anti-itch qualities, making it the best sensitive body wash and natural scalp psoriasis shampoo.

#### Is this product gluten free?

Yes, LuxeOrganix Psoriasis shampoo + body wash is gluten-free, and is also vegan and free of sulfates, sodium chloride, fragrance, dyes, and other harsh ingredients.

### Is this product safe for keratin treated hair?

Yes! Our psoriasis shampoo is safe for keratin-treated hair, and color-treated hair, as it does not contain any sulfates, sodium chloride, or parabens, which have been known to negatively effect or decrease the longevity of a keratin treatment (some experts agree these ingredients may be harmful to your health). None of our products contain any of these ingredients and all are safe to use for keratin and color-treated hair.

### What are the ingredients in this?

You can find a list of the full list of ingredients earlier in this guide, as well as on some of the photos that show of the back of the bottle, and on our website.

### Can this safely be used on color treated hair?

Yes, it's gentle and safe for color-treated hair, as well as keratin-treated hair. It does not contain sulfates, sodium chloride, or parabens, which can strip or fade color-treated hair.

### Is it cruelty-free?

All products manufactured by LuxeOrganix are formulated without testing on animals.

In fact, all products manufactured by LuxeOrganix are made in the USA and have never been tested on animals, nor have we ever conducted animal testing, and we have never commissioned any outside organization to do so on our behalf. No respectable lab in the U.S. today works with animal-tested products.

## How To Achieve Healthy, Youthful Skin

Achieving and maintaining healthy, youthful skin all comes down to keeping your skin clean and balanced.

**Removing your makeup at night** is a very important part of keeping your face clear without breakouts and acne. For women who are older than 20 it is also an important part of maintaining a youthful appearance. If you leave your mascara on all night it can the lashes, which causes them to crack and break off. Base or foundation that is left on all night will dry out the skin and clog the pores. Begin by removing your eye makeup with a cotton ball moistened with a makeup remover, or a natural oil, such as Jojoba oil. Apply your chosen makeup remover over your eye makeup and mascara and let it soften the mascara, so it removes easily. With waterproof mascara this might take a minute and some additional effort. Waterproof mascara is actually very damaging to the lashes as you remove it. If at all possible, use a mascara that isn't waterproof unless you are going into a situation where you know that you'll be shedding tears, such as a wedding or funeral. At other times if you cry unexpectedly you may lose a bit of your mascara, but you'll have healthy eyelashes in the long-term.

**Next use a cleanser that is best for your skin type** and be sure the cleanser can be used for makeup removal. (If you're not sure what your skin type is, see the section below on determining your own skin type.) Never use bar soap to clean your face. Because of the pH differences you'll do more damage to your face with bar soap than by leaving the makeup on overnight.

Use lukewarm water to lather up the cleanser and help the makeup to breakdown on your face. You don't want to scrub hard but using the warm water and a dollop of the cleanser rub it into a lather and rub it gently over your face concentrating on the places where you apply makeup. Also helpful is to use a silicone face massager ("scrubbie"), which not only can help with getting the cleanser to lather up easier, but it can also help to remove makeup more effectively than just using your hands and fingers. And it's reusable!

**Spend a minute, at least 60 seconds,** to go over your face and be sure you've cleaned all areas. You will also want to clean your neck gently to help remove any powder, perfume and daily dirt that settles there.

**Now rinse your face several times** with lukewarm water to wash away the cleanser and makeup from your face. You may enjoy using a warm wet washcloth instead – but don't scrub. You may prefer to splash cold water on your face at the very end to tighten your pores. Now pat your face dry. Don't rub or scrub with the towel, but just gently pat the areas dry.

### Use a Toner... Here's Why

You may be surprised to find more dirt or makeup removed with the cotton swab and toner that you may have missed with the cleanser. Use a liberal amount of toner for your skin type. The toner will help to clear your pores, tighten your skin and help prepare it for any of the night creams or serums that you will be using. It also helps to balance the skin after cleanser and before moisturizers.

### How to Moisturize Properly

Perhaps most importantly - do not forget to moisturize! Your skin needs the extra moisture each night after a day of wearing makeup and then cleansing at night. Think of this as a drink of water for your skin - in fact it can feel quite refreshing!

**First, use your serum to help restore your skin.** Apply it around your face, neck and décolleté. Avoid the eyes as your skin around the eyes is delicate. (For detailed instructions on how to properly apply your serum, see the section above, "Directions & Professional Tips for Best Results.")

**Don't skip using a moisturizing cream.** Depending on your skin type, use a lightweight moisturizer (often specified as a daytime moisturizer or daily face cream) or use a heavier moisturizer (often referred to as a nighttime moisturizer) if your skin is dry or feeling dehydrated. Spread a light layer across your face and neck.

**Apply a gentle moisturizing eye cream,** such as LuxeOrganix Brilliant Eyes, which only requires a very small amount to spread across your eyelids, underneath your eyes and around the corners of your eyes where we are prone to get "crow's feet" wrinkles. Use a tiny pea-size of the eye cream on your ring finger to gently tap the product onto your skin (a gentle tapping motion helps to reduce puffiness and smooth the underage area). Avoid rubbing the skin since this area is delicate and prone to fine lines and wrinkles.

**Professional Tip:** Prevent bacteria from getting into your products by not touching the product in the container. LuxeOrganix helps you out with this by manufacturing our good-for-you skincare products in airless pump bottles and dropper bottles. DO NOT open the bottles or dip your fingers into the bottles.

The skin over your lips is thinner than anywhere else on your face. Use a strong emollient-based product each night to keep your lips plump and kissable throughout the next day. Your choice of moisturizers should include ingredients such as hyaluronic acid to help maintain plump radiant skin cells and peptides.

Peptides are the new buzzword in the skin care industry. The addition of these substances has been shown to improve skin elasticity, improvement in roughness, clarity, fine lines, and wrinkles. Your mind will be at ease knowing these skin-health ingredients are included in LuxeOrganix eye and face moisturizing creams.

**Your cleansing routine shouldn't be done just in the evening.** Cleaning makeup and daily dirt from your face is important but cleaning away dead cells and pillow lint in the morning can be just as important before putting on new makeup and facing the day. Follow a similar routine of cleansing, toning and moisturizing.

**In the morning use your serum and a lightweight daily moisturizer,** such as LuxeOrganix Vitamin C Infusion, as well as the Brilliant Eyes Bio-Advanced Daily Eye Cream to help nourish and protect your skin from dehydration throughout the day. After applying your creams to your face and neck, **be sure to apply a sunscreen of SPF 15,** or use a BB Tinted Moisturizer or foundation that include an SPF. Don't forget that your neck is exposed to sun exposure, too. So, if you are using a BB Tint or foundation with



SPF, you will want to apply a separate sunscreen to your neck area (best to do this before applying your tint or foundation).



To break this process down into steps:

### Daily Skin Care Routine For Healthy, Youthful Skin

1. Take off your makeup, especially mascara, with a gentle makeup remover or cleansing oil.
2. Clean your face twice a day, morning and evening, to remove makeup, daily dirt and pillow lint.
3. After cleansing use a balancing toner to continue removing the last of the toxins and waste products from your skin as well as prepare it for moisturizer.
4. Follow with a serum that is designed to penetrate deep into the dermis and hold in moisture.
5. Use a specific cream designed for the eyes.
6. Find a face moisturizer that fits your skin type, so you reap the benefits of skin that is well balanced, without clogged pores and retaining as much moisture as is possible.
7. Always use at least an SPF 15 when exposing your skin to sunlight. Including SPF as the last step of your morning routine is a smart way to make sure your skin is always protected.

Certainly, your new Organic Psoriasis Shampoo + Body Wash will be a key component in your skin care routine to help you achieve and maintain healthy, youthful skin. Even so, that's not all...

## How To Prevent Damage To Your Skin

Preventing additional damage is just as important to get and keep your skin healthy. One of the simplest steps you can take is to have a look at all of the products you're applying to your skin on a regular basis.

By now you may know that avoiding harmful chemicals and ingredients such as sulfates, parabens, phthalates, PEG compounds, petrochemicals, dyes or artificial fragrances with phthalates can negatively impact the appearance and health of your skin. So, you want to check the back of the box or bottles or look up online the ingredients for the products you are applying to your skin and check them to see if they contain these ingredients. If they do, it would serve your skin well to find a more natural and organic alternative, that doesn't have these types of ingredients. The main idea here is that if you're going to be putting all this effort into achieving clean, moisturized and balanced skin by using healthy skin care products, like LuxeOrganix Organic Psoriasis Shampoo + Body Wash, it would be counter-productive and wouldn't make good sense to then go right back to using products with ingredients that can have adverse effects on your skin.



Now to dig a little deeper, let's look at some of the other factors that can cause aging and damage to your skin.

### Factors That Cause Skin Aging

Each day our skin is assaulted by agents and factors that can cause aging. Your skin may begin to look dull and you may see wrinkles around your mouth and eyes. But you can fight against premature aging of your skin with just a little know how and action.

Young people often don't ask what damages the skin. Instead most don't give any second thought to the sun, or forget to moisturize, eat junk foods and don't drink enough water. When, in fact, those are many of the pieces of the puzzle that damage the skin and cause wrinkles, fine lines and age spots. The relationship between these factors to free radicals is the basis of the cause of the changes to the skin. These free radicals gobble up collagen and elastin, the fibers that support skin structure preventing wrinkles and other signs of aging. Free radicals are a harmful byproduct of sunlight, smoke and pollution to name the greatest culprits to damage to the collagen and elastin layers.

To start you should know there are two types of factors that are causes of skin aging. There are internal and external factors. Internal factors are ones that can't be stopped and are related to the decreases in hormone production, elastin, collagen and structure of the skin. External factors can be affected which will decrease your risk for premature aging of the skin.

One of the problems with preventing the causes of skin aging is that you may know what they are but you don't do anything about them. Education is great but actions speak louder than words. People often already know the causes of skin aging from news media and magazines but without action your skin will continue to age prematurely. There are several different types of damage to the skin. The first happens from things that can't be changed – such as aging.

There just isn't a way to stop the hands of time. And the hands of time affect your skin and your body. Aging decreases the amount of collagen and elastin in the skin that will decrease the amount of flesh under the skin. Between the lack of collagen and gravity, you end up developing jowls, wrinkles, fine lines and crow's feet. But, if you do what you can to alleviate the damages that you can change, the hands of time won't be as unforgiving and you can retain much of your youthful appearance long past the years your parents did.

### Begin with sun care.

Use sunscreen no matter what your age is. Whenever you go into the sun or outside you can prevent the signs of aging before they even happen by using a sunscreen that has an SPF of 15 or higher. Get into the habit of using it early morning on your face and hands. Some foundations and tinted moisturizers will also have this level of protection.

Don't forget about the backs of your hands. Your face may be without wrinkles or sunspots, but your hands may tell your age. Your hands are exposed to the sun each day when you are behind the wheel of your car or sitting near a window. One of the first signs of sun damage is a suntan, which results from injury to the epidermis layer of the skin. The UV light accelerates the production of melanin. The extra melanin creates the tan, which is actually the body's way of protecting the skin from further damage by UV light. Eventually sun will cause a sunburn that kills and damages skin cells. If there is enough sun to cause a burn, there will also be damage to the DNA of the skin cells.

For instance, researchers know that exposure to the sun increases the amount of collagen and elastin that are lost in your skin, speeding the aging process. Exposure to the sun damages the skin and increases your risk of skin cancer as well. The problem stems from the ultraviolet rays from the sun and tanning beds and fluorescent lighting. So, although you may be spending the majority of your time

indoors in an office, if there is fluorescent lighting you still need sunscreen each morning under your makeup and on your exposed skin.

The bottom line is that you should avoid the sun during the high-intensity hours and use sunscreen at all times. During appropriate weather cover your skin with clothing that provides the best protection against the sun. You don't have to hide away indoors, and in fact under fluorescent lighting, staying indoors isn't really protection. Be sharp about your sun exposure, wear protection and think smart.



Other things that damage the skin are a lack of moisture from poor fluid intake and poor external moisturizer. You should drink 8-10 (8-ounce) glasses of water each day. When your skin becomes dry it can show more wrinkles. You can use moisture from the outside and the inside. Start by staying hydrated each day. This helps your skin cells to stay plump and healthy, which gives your skin a healthy glow.

You don't need to spend a great deal of money on body moisturizers; coconut oil and olive oil after a bath or shower when your skin is still wet is a great addition to your daily routine. Some people can get away with using a simple moisturizing oil, such as coconut or olive oils, on their face. But for many, these oils alone can cause adverse effects, such as acne breakouts.

For most people, investing in a healthy facial moisturizer, like LuxeOrganix Vitamin C Infusion, and applying it twice a day is a smart and effective way to create a barrier that stops the skin from losing essential moisture. Facial moisturizers will help slow the aging process, decrease the appearance of fine



lines and wrinkles and slow the development of age spots. Establish a daily routine and you will soon notice a decrease in the appearance of fine lines.

Keep in mind that not all facial moisturizers are good or even safe to use on your eyelids or under your eyes. The skin around your eyes is the most sensitive, and therefore using an eye moisturizing cream, that is specifically developed to be used around your eyes, will save you from suffering.

Interestingly one of the external factors that are a cause of skin aging is facial expression. Repeated facial expressions can actually lead to fine lines and wrinkles. As your skin ages and loses elasticity it stops springing back to its line free state. So, if you are frowning constantly – stop! The grooves become permanently etched in your face.

Another one of the causes of skin aging is the position you sleep in at night. When you rest your face on the pillow in the same way every night for years it leads to wrinkles. These wrinkles are called sleep lines and are etched into your face and don't disappear when you are awake and walking around. People who sleep on their back do not develop these wrinkles since their skin doesn't lie crumpled against the pillow.

Smoking is another factor that damages the skin. Smoking causes wrinkles from the squinting of your eyes due to the irritation of the smoke, pursing your lips to smoke the cigarette and a breakdown of collagen and elastin from the nicotine in the tobacco. Researchers have found that tobacco increases the loss of collagen and elastin, which improve the structure of the skin. Loss of the collagen and elastin increase the development of wrinkles, jowls and deep lines.

And last, but certainly not least, of the factors that damage the skin, is poor nutrition. The nutrients we feed our bodies are what they use to produce the skin cells we see in the mirror.

We really are what we eat. When we feed our cells junk food and saturated fat, we really can't expect the body to convert those things to vitamins and minerals needed to fuel the body. Although a multivitamin is a good adjunct, the body doesn't metabolize these as well as from a natural source. So, here's another reason to eat your vegetables and fruit, and drink your water!

## Why It's Important To Determine Your Own Skin Type

Perhaps you might care the most to know your skin type so that you are not purchasing products that are not right for your skin, and that could potentially cause negative results in the appearance of your skin. As it is with everything else, knowing the condition of the different parts of your body is the first step in caring for it. Skin is no different. Knowing your skin type is the beginning of giving your skin the proper treatment to maintain good skin tone and condition.



Your skin type is a general description of how your skin feels and behaves. The most common types used for commercial products are normal, oily, dry and combination skin. Other categories include blemish-prone, sensitive and sun-damaged skin. Convenient as these skin type categories are in choosing products, it is not exactly the best way to know and understand your skin on a level that will really help it. This is perhaps the reason why, even though the “right” products have been used for your designated skin type, you still experience either dryness, oiliness, acne and other problems.

Why is this so?

First of all, you have to remember, like any part of your body, your skin is never the same all throughout. It goes through all sorts of conditions depending on several factors, some of which include your genes, your lifestyle, habits, climate, etc. Add to this the fact that the problems you are experiencing may not be simply the result of lack of care. There are cases when skin diseases are the reasons. So, from here on out, it will be good for you to take with a grain of salt what beauty magazines and cosmetic salespeople tell you about your skin type. It's about time you go beneath the surface and really know what your skin is about.

You want to know the factors that influence your skin type. This can get tricky since almost everything can influence your skin and the condition it's in. Just looking and feeling your face is not enough to determine your skin type. To get an effective evaluation of your skin, consider the following: The first set of factors affecting your skin are those within your own body.

Hormonal changes brought on by your body's development influence your skin to a huge extent. For women, the menstrual cycle can cause drastic changes on the skin. The same goes for periods of pregnancy and menopause. Men are also subject to these influences, especially during puberty as hormones cause the body to develop.

Your genes also influence the propensity to acquire a certain skin condition that is characteristic of your parents' own skin types. However, as their skin is also influenced by different factors, your skin and

theirs may not necessarily be the same. Lifestyles and habits also affect your skin and while these may seem external to your body, the way you conduct daily activities such as diet, exercise, smoking and drinking habits influence your body and therefore your skin as well.

Other influences affecting your skin lie outside your body such as weather and climate as well as your skin-care regimen of choice. The climate of areas you spend prolonged periods in will influence how your body reacts. Cold climates tend to cause dry skin and flaking, whereas humid areas cause excessive sweating and oil production. The skin care products you choose also affect your skin condition. Using creams or moisturizers that have too much emollient could cause your skin to be oily whereas strong cleansers and exfoliators could result in dry, sensitive skin.



## WHY CHOOSE LUXEORGANIX®

	LUXEORGANIX	OTHER BRANDS
Made In USA	✓	✗
Unscented to Prevent Irritation	✓	✗
Orange Stem Cells for Healing	✓	✗
Vegan, Gluten and Alcohol Free	✓	✗
Sulfate and Sodium Chloride Free	✓	✗
Salicylic Acid	✗	✓
Organic and Natural Ingredients	✓	✗
Safe for Daily Use	✓	✗

Now that you know what influences your skin, it is time to know what condition it is in. First of all, don't evaluate your skin right after you've washed your face. This is because your skin is reacting to the water and cleansers you've put on it. Wait four to five hours after you've washed. This will give your skin time to recover from the cleansing and allow it to resume its "normal" activity. Also try to do this on a day you have not worn any makeup or put on creams so a more accurate evaluation can be made.

Take a piece of facial tissue and press it on different areas of your face. Hold the tissue against the light and if blotches can be seen, then you have oily skin. This is the reason why you should carry out this assessment when you are not wearing makeup or moisturizers since the oil may be caused by these substances.

If the general area of your face appears dry, feels tight and can see patches of skin flakes, then you are dealing with dry skin. On the other hand, if you observe that some areas are both dry and oily then you have combination skin.

Now that you know the degree of oiliness or dryness your skin has right now, you want to validate that there are no signs of any type of skin disease.

Are there areas of redness around your nose and cheeks with red bumps and blemishes but aren't pimples? Do you see fine lines of capillaries on the surface that are sensitive to the touch? If yes, you may have rosacea. Patches of irritated, dry, red to white scaly and crusty skin around the hairline, nose, eyes and cheeks may be caused by a skin disorder called psoriasis. In both cases it is advisable to be evaluated by going for a consultation with a dermatologist.

With these evaluations, you can be equipped to develop a more effective skin care routine to help maintain your skin's health. But remember that your skin type won't remain constant for long, even with the right choice and use of products. As your own body undergoes development, your skin type will change as well. It is recommended that you perform this simple assessment every 4 to 6 months.

With proper attention and care, you can give you skin the right treatment when and how it needs it – something that is far more effective than taking guesses on what your skin may need with products or fancy treatments at a spa.

## BEAUTY WITHOUT SACRIFICING YOUR HEALTH®



- NO PARABENS
- NO SULFATES (SLS)
- NO SODIUM CHLORIDE
- NO DRYING ALCOHOLS
- NO PHTHALATES
- NO MINERAL OIL
- NO PETROLATUM
- NO FORMALDEHYDE
- NO GLUTEN





## Recommended Products

To save you some time and effort searching for products that you know will be safe for your skin and body, I'd like to let you know about some of our other products that likely will benefit you. You can find them on amazon.com or on our online store.



### Vitamin C Infusion Daily Face Moisturizer

Safe organic and natural ingredients. This gently crafted dark spot remover formula is a natural hyperpigmentation treatment.

You'll love knowing its vegan, cruelty and paraben-free. Known to smooths wrinkles, this natural facial moisturizer is ideal for dry or mature skin. Helps slow the signs of aging by firming; fine lines become less noticeable with improved texture. Lightweight, easy to apply and penetrates quickly. Works great for daytime use under makeup or days without makeup.

The perfect Vitamin C boost that hydrates skin without feeling heavy or greasy. [More on this amazing moisturizer can be found on our website.](#)

### Remarkably Clean Purifying Facial Cleanser

This detoxifying activated bamboo charcoal face cleanser tightens and lifts dull, dead skin, and draws out pore-clogging impurities, oils, and makeup like a magnet.

Perfect for all ages.

Anti-aging and pore minimizing, collagen boosting MSM drives botanical extracts deep into skin to balance oil production and improve tone, texture, and elasticity, leaving skin revitalized.

[You can check it out here.](#)



### Brilliant Eyes Day & Night Eye Cream

The perfect moisturizing under-eye and eyelid treatment for dark circles, puffiness, and wrinkles is now available in our airless pump dispenser.

Our advanced daily eye cream is a wrinkle repair moisturizer with natural, plant-based retinol that softens and firms the skin around your eyes, and reduces puffiness, minimizing eye bags.

[You can read all about it or purchase it here.](#)

### Kakadu Vitamin C Hyaluronic Acid Brightening Serum

an organic anti-aging facial treatment that naturally diminishes blemishes and uneven skin tone. This serum improves dark spots, hyperpigmentation, fine lines and wrinkles when used daily.

It helps your skin hold moisture and hydrates skin cells with Hyaluronic Acid. It also reduces inflammation, puffiness, and free radical damage.

If that's not enough, our Kakadu serum also promotes cell regeneration, and fades sun spots and acne scars.

Your wishes for younger looking skin have been answered! [Buy it here.](#)



### Deep Conditioner + Hair Mask


A solution for dry or damaged hair from color treatments that allows you to dry without tangles. This organic deep conditioning hair mask is what you've been searching for.

Fuller feeling hair for less than the cost of dinner for two...Yes. Marshmallow root extract soothes dry scalp, with a calming and relaxing scent.

You'll wish you found it long ago. [Buy it here.](#)

## Need help?

It means the world to us that you have a delightful experience with our products! If you have any questions or if there's anything we can do to help you, please don't hesitate to reach out to us - just text LUXEHELP to 44222.

Feel Beautiful 

*Christine Kominiak*  
Founder, LuxeOrganix

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