



# L'BRI

PURE n' NATURAL

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## UNDERSTANDING COMMON SKIN CARE CHALLENGES

**Sensitive Skin**

**Enlarged Pores**

**Blemished Skin and Acne**

**Rosacea**

**Eczema and Psoriasis**

**Milia**

Individuals who have challenging skin conditions are perfect candidates for L'BRI PURE n' NATURAL products. Through the years, we have helped many people see improvements in their skin that they never believed possible. Our products are so pure and gentle; they can be used as part of a daily routine, often in conjunction with prescribed treatments.

The skin conditions covered in this booklet are the most common challenges that can be helped with L'BRI products. Each condition is unique, so make sure you **understand** the basics, are prepared to **recommend** the right products and **follow-up** with each customer to make sure they are satisfied with the results. Look for the aloe symbol (🌿) – you'll find it next to important points about skin challenges and the products recommended.



## Sensitive Skin

Many people say they have sensitive skin because certain skin care products, and household products that contact their skin cause stinging, burning, redness, rash, itching or tightness. Even the weather, plants, and food can aggravate sensitive skin types.

A sensitive skin reaction can flare up at any time and most skin trouble, it turns out, is caused by our own doing. The use of products that are harsh and chemically based, the mixing of a variety of brands together, too many microdermabrasions, chemical peels, and retinoids all strip the skin of its protective barrier. Over time, a sensitive skin type can develop. This is also known as "confused" skin. Excessive exposure to skin-damaging environmental factors such as sun, wind, heat, or cold can also cause sensitive skin reactions.

- There are four distinct types of sensitive skin: Acne, rosacea, burning and stinging, and contact dermatitis (due to allergies and irritants). All four types have one characteristic in common: inflammation.

L'BRI products in general work extremely well for those with sensitive skin. Aloe, a natural anti-inflammatory, is the first ingredient in L'BRI skin care products, along with additional healing herbs and botanicals. This makes L'BRI an easy choice for those who have sensitive skin.

All of our skin and body care products are gentle and effective for those with sensitive skin.

After determining the customer's skin type, (normal, combination, dry, oily, or excessively oily) recommend the appropriate skin care trio and anti-aging regimen.

When working with a customer who tells you that she has sensitive skin, reply with, "That's great! L'BRI will be perfect for you."

- When working with all skin types, especially sensitive skin, be sure your customer understands the importance of not using a "hodge-podge" of products which can cause a chemical imbalance on the skin. L'BRI products are formulated within a very specific pH range to bring balance to the skin. We cannot guarantee the effectiveness of our products if the customer mixes L'BRI products with other brands.

### Products recommended for sensitive skin:

- Appropriate anti-aging products
- Skin Care Trio appropriate for their skin type
- Hair and body care products

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## Enlarged Pores and Excessively Oily Skin

Everyone has pores, which are small openings in your skin. Individuals who have naturally oily skin tend to have larger pores. Pores enlarge when they become clogged with dirt, oil or bacteria, causing them to become inflamed and making pores look larger than they normally would.

Genetics are also a determining factor in pore size. Individuals with large pores on their faces often have family members with large pores. If skin is very oily, those oils can cause the pores on the face to look larger because the oils tend to thicken the skin.

**Sun Damage:** Years of sun exposure can make the pores on your face appear larger. Sun damage can actually thicken your skin, which leads to larger pores. Prolonged sun exposure also weakens the collagen and elastin in the skin, which causes the tissue beneath the skin to shrink and pull at the edges of pores, making them sag and look larger.

**Clogged Pores:** An excess amount of skin oils and dead skin cells can accumulate in the pores, causing the pores to clog and appear larger than normal. This can create blackheads and whiteheads.

**Blackheads:** Blackheads are acne infections resulting from pores clogged with sebum which often lead to enlarged pores. This trapped sebum oxidizes and causes black spots on the skin's surface which can make pores look larger and also draw attention to them.

**Whiteheads:** Like blackheads, these are formed by an accumulation of hardened sebum or oils in the pores of the skin. The difference between blackheads and whiteheads is that whiteheads are not exposed to air. Oxidization does not take place and does not darken the tips as with blackheads. Whiteheads appear in the form of tiny, pearly-white raised spots. They are common on the area just above the cheekbone, nose, or where the skin is fine.

**Pimple Popping:** If a pimple or blackhead is popped incorrectly the pore can be damaged causing enlargement. It is best not to pop pimples. Squeezing blemishes can spread the bacteria, which exacerbates a blemish breakout.



## What can be done to address enlarged pores?

The question everyone wants to know is, "Can you actually shrink pores or just make them look smaller?"

There are things that can be done to help refine the look of pores so that they appear smaller, but it is not possible to completely "shrink" them.

First, a consistent and effective skin care regimen must be followed. Products that contain heavy oils or emollients must be avoided along with drying, irritating ingredients. Irritating products stimulate more oil production directly in the pore.

Giving the skin the important ingredients it needs to look and be healthy is critical, but the trick for those with excessively oily skin, blackheads and large pores is to use only lightweight products with a gel, liquid or very thin serum texture.

Oily skin is hard to control because it's the result of genetically determined hormonal changes in your body, and you simply cannot control hormones topically. The hormones responsible for oily skin are called androgens—the male hormones—which are present in both men and women.

Androgens stimulate healthy oil production and, while that truly has benefit for your skin, it is a problem when androgens stimulate too much oil to be produced. When too much oil is produced, the pores become larger to accommodate the excess oil production. Excess androgens can also cause the pore lining to thicken, which blocks oil from getting out of the pore, and that can result in blackheads and whiteheads.

 Oily skin is recognizable by a few classic characteristics:

- The face gets shiny only an hour or two after cleansing, and usually appears greasy by midday.
- Makeup seems to "slide," or disappear right off the face.
- The more oily areas of the face have blackheads, whiteheads, or acne.
- The pores are visibly enlarged, especially on the nose, chin, and forehead.

### Product Recommendations:

L'BRI products, when used consistently, are very effective in eliminating clogged pores and helping the pores look more refined as well as bringing balance to excessively oily skin. The key word here is consistently. L'BRI products must be used twice a day and proper cleansing before bed is a MUST.

For both skin conditions, enlarged pores and excessively oily skin, recommend the appropriate skin care trio. Most people with these skin conditions will tend to have oily skin types and will do well with the Deep Pore Trio skin care system. If the skin is excessively oily, recommend the Excessively Oil Trio + KlearAway & Masque skin care set.

Recommend an exfoliator to be used twice weekly. If skin is oily without blemishes, recommend L'BRI Exfoliating Face and Body Scrub which can be used before or after cleanser. If skin is oily with blemishes or has a red, sensitive appearance, recommend L'BRI Rejuvenating Facial Peel. Facial Peel is most effective when used in the morning after face has been cleansed and moisturized the previous evening. Also recommend L'BRI Clarifying Clay Masque which is a very effective product that contains pure white clay and other special ingredients to calm the skin, absorb excess oil, draw toxins and impurities out of the pores, refine pores and help bring balance back to the skin.

L'BRI Clarifying Clay Masque can be used up to four times a week and as a spot treatment overnight on blemishes. For intensive treatment and for excessively oily skin or areas of the face with enlarged pores, the Clay Masque can be left on the skin for up to one hour.

L'BRI Time Erase AHA Slow Release Serum is beneficial for all of these skin issues. Time Erase will help assist in refining and smoothing the skin, enhancing the overall texture of the skin. Suggest that the customer use the basic skin care system for two weeks and then add in the Time Erase starting the third week of the program.

## Products recommended for these conditions:

- Aloe Vera Barbadosensis Jelly
- Skin Care Trio appropriate for their skin type
- Exfoliating Face and Body Scrub
- Clarifying Clay Masque
- Rejuvenating Facial Peel
- Time Erase AHA Slow Release Serum

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## Blemished Skin and Acne

Acne is a skin disease that involves the oil glands at the base of hair follicles. The small holes in your skin (pores) connect to oil glands under the skin. These glands make an oily substance called sebum. The pores connect to the glands by a canal called a follicle. Inside the follicles, oil carries dead skin cells to the surface of the skin. A thin hair also grows through the follicle and out to the skin. When glands produce too much oil, the pores can become blocked. The bacteria in the plug cause swelling. Dirt, bacteria, and cells build up within the pore neck. The blockage is called a comedone or more commonly, a pimple. When the plug becomes clogged, a pimple grows.

Acne commonly occurs during puberty when the sebaceous (oil) glands come to life. The glands are stimulated by male hormones produced by the adrenal glands of both males and females. Acne can, however, occur at any age.

Most pimples are found on the face, neck, back, chest, and shoulders. Acne is not a serious health threat, but it can leave scars.

There are many types of pimples. The most common types are:

**Whiteheads:** These are pimples that stay under the surface of the skin.

**Blackheads:** These pimples rise to the skin's surface and look black. The black color is not from dirt. It is from oxidation that occurs when air reacts with the oil in the pore.

**Papules:** These are small pink bumps that can be tender.

**Pustules:** These pimples are red at the bottom and have pus on top.

**Nodules:** These are large, painful, solid pimples that are deep in the skin.

**Cysts:** These deep, painful, pus-filled pimples can cause scars.

### What Causes Acne?

The cause of acne is unknown. Certain factors might influence it:

- The hormone increase in teenage years (this can cause the oil glands to plug up more often)
- Hormone changes during pregnancy
- Starting or stopping birth control pills
- Heredity (if your family members had acne, you might develop acne as well)
- Some medications
- Greasy makeup
- In some cases, diet

### How Is Acne Treated?

Acne-prone skin is a challenge. The best way to help control and, in some cases, eliminate acne is to:

- Heal pimples
- Stop new pimples from forming
- Prevent scarring

### Getting Rid of Acne

Many individuals with mild acne can see clear skin with good skin care products available without a prescription. However, this will not control everyone's acne. Sometimes acne control requires medical intervention. L'BRI products have been beneficial to those with acne, particularly those with mild to moderate acne.

Treating acne can prevent additional breakouts and scars and can improve a person's quality of life. Individuals living with acne can suffer from low self-esteem, anxiety, and depression. When acne is under control, a person's confidence grows. Anxiety and depression may diminish.

It is important to note that if hormones are triggering the acne outbreak or the customer has deep nodules or cysts that this particular type of acne is difficult to resolve. In these cases, the attention of a medical professional is required. The doctor may suggest over-the-counter (OTC) or prescription medications.

L'BRI products can be used in conjunction with any medications that may be prescribed by a doctor. The skin must still be properly cleansed (Deep Pore Cleanser or Oil-Control Cleanser depending on the degree of oiliness) and moisturized (Aloe Vera Barbadensis Jelly). L'BRI products do an excellent job of helping to bring about balance to oily skin and aid healing of blemishes and some scar tissue that may be left behind after the blemish/acne clears.



### Taking Care of Blemished and Acne-Prone Skin

Skin should be cleansed twice daily as well as after perspiring heavily. Perspiration, especially after exercise, or wearing a hat or helmet can make acne worse. Always recommend Deep Pore Cleanser or Oil-Control Cleanser (depending on the degree of oiliness) to those with oily/acne-prone skin types. Consult the Blemished Skin Care chart before making freshener recommendation.

It is best to apply cleanser with fingertips or a L'BRI cleansing sponge or washcloth. Avoid anything rough; it will irritate the skin and lead to breakouts.

### Acne-Prone and Blemished Skin Product Recommendations:

Recommend Deep Pore Cleanser or Oil-Control Cleanser (depending on the degree of oiliness), and Deep Pore Freshener (if recommended), Aloe Vera Barbadosensis Jelly, KlearAway, Rejuvenating Facial Peel and Clarifying Clay Masque. Remember, Deep Pore Freshener is not for everyone and can exacerbate flushing and breakouts in the first few weeks. Review the Blemished Skin Care chart for recommendations.

- ☉ If the customer has more than a moderate amount of blemishes/acne we suggest using the KlearAway over the entire face twice a day on clean, dry skin after the Deep Pore Freshener (if recommended) to control and help heal blemishes/acne by promoting cellular turnover and removing dead surface skin cells that may be part of the corrective process.
- ☉ Clarifying Clay Masque can be used daily on this skin type to help with inflammation and healing of blemishes as well as to balance oily skin. Recommend the use of the Rejuvenating Facial Peel three times a week. Aloe Jelly is also recommended to help heal scarring and should be applied twice daily.

### Blemished Skin (Without Acne) Product Recommendations:

For those customers who have oily, excessively oily or blemished skin without acne, recommend Deep Pore Cleanser or Oil-Control Cleanser (depending on the degree of oiliness), Deep Pore Freshener, KlearAway, Rejuvenating Facial Peel, Clarifying Clay Masque and Aloe Jelly. Aloe Jelly is the moisturizer.

- ☉ KlearAway is used as a spot treatment on blemishes and Aloe Jelly is applied on the areas not treated with KlearAway twice daily. Clarifying Clay Masque should be used on acne-prone areas a minimum of three times a week. Recommend the Clay Masque for daily use to speed healing and control oil. Rejuvenating Facial Peel should be used twice weekly.

### Products recommended for these conditions:

- Aloe Vera Barbadosensis Jelly
- Skin Care Trio appropriate for their skin type
- KlearAway
- Clarifying Clay Masque
- Rejuvenating Facial Peel

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## Milia

Milia are small, white bumps that form on the face when dead skin cells get trapped beneath the skin's surface, forming small, hard cysts as a result.

Milia can show up in just about anyone, including infants, teens, and adults and it can occur at any age. Roughly half of all babies experience some form of milia in part because their young skin is still learning to exfoliate. Usually the condition clears up on its own as their skin matures.

- ☉ Many people mistake the tiny, pearl-like bumps for acne; they are not the same thing. Milia are firm and squeezing has little to no impact on them. It can only irritate and damage the skin around the cyst.

Sun damage is also a contributing factor to milia because it makes skin rough and leathery, so it's more difficult for dead cells to rise to the skin's surface and shed normally.

Patience, sun protection, maintaining a consistent skin care regimen along with exfoliating and using L'BRI products, especially the Facial Masque, will help to treat and prevent milia from occurring.

L'BRI products have been shown to be beneficial in reducing and preventing milia. L'BRI customers have reported that with consistent use of a skin care trio, Facial Masque and either Exfoliating Face and Body Scrub or Rejuvenating Facial Peel, their milia have cleared up completely. It is important, however, to note that this is a stubborn skin condition and not everyone will achieve the same results. Patience is required.

Exfoliation is a key factor in helping to eliminate milia. Exfoliating three times a week and using the Facial Masque three times a week on alternate days is recommended. Use of the Facial Masque as a spot treatment at night on the milia is also beneficial.

Time Erase Serum can also be beneficial when dealing with milia. Time Erase can be added into the skin care regimen after the first week of using the basic trio, Face and Body Scrub or Facial Peel, and Facial Masque. Time Erase should be used once a day in the evening for the first week and then twice a day on problem areas before applying moisturizer.

Most individuals will notice some improvement within three weeks, but some milia require anywhere from 6-12 weeks to improve with consistent care. Individuals who do not see improvement may require a dermatologist to perform an extraction with a fine-gauge needle to remove the stubborn cyst.

### Products recommended for this condition:

- Exfoliating Face and Body Scrub
- Skin Care Trio appropriate for their skin type
- Time Erase AHA Slow Release Serum
- Facial Masque
- Rejuvenating Facial Peel





## Rosacea

The exact cause of rosacea is unknown. Rosacea (pronounced roh-ZAY-sha) is a common, but misunderstood disorder of the facial skin that is estimated to affect more than 16 million Americans. Many people who have rosacea do not even know it.

Doctors believe that rosacea occurs when blood vessels expand too easily, causing flushing. People who blush frequently may be more likely to develop rosacea. Other theories range from bacteria, genetic causes, side effects of sun exposure and vascular instability. While there is no cure for rosacea, treatments can control and reduce the signs and symptoms. Rosacea affects both sexes, but is almost three times more common in women. Rosacea can sometimes be mistaken for acne, an allergic reaction, or other skin problems.

Facial redness, pustules, or pimples may be the most common signs of rosacea. Some individuals with rosacea have a red look to their faces; others have a red, rough or ruddy look to their skin, while others have redness with small or even acne-like pustules.

### Symptoms of rosacea may include:

- Redness on the cheeks, nose, chin or forehead
- Bumps or pimples on the face that may resemble mild acne
- Small visible blood vessels on the face
- Watery or irritated eyes

A number of factors can trigger or aggravate rosacea by increasing blood flow to the surface of the skin:

- Heat (including hot bath or sauna)
- Winds
- Menopause
- Some blood pressure medications
- Strenuous exercise
- Extremes of temperatures
- Emotional stress
- Hot or spicy foods and hot drinks including those with caffeine
- Sunlight
- Alcohol
- Long-term use of steroids on the face

🌿 If ignored or left untreated, rosacea may worsen. Avoiding “triggers,” adopting a healthy lifestyle, and implementing an effective skin care regimen can be helpful.

A skin care regimen for individuals with rosacea must do the following:

- Eliminate irritating or sensitizing ingredients
- Include products/ingredients that reduce redness and soothe skin
- Improve cell turnover to remove the buildup of dead skin cells
- Protect from sun damage without causing irritation
- Absorb oil if skin is oily
- Fight wrinkles with products loaded with antioxidants and repairing ingredients

L'BRI products have been known to help many who battle with this frustrating skin condition including L'BRI founder, Linda Kaminski. Aloe, a natural anti-inflammatory, is the first ingredient in L'BRI skin care products, along with other soothing and healing ingredients. Many individuals have found relief and a lessening of their rosacea symptoms through consistent use of L'BRI skin care products. It is important to note that even though not everyone will see results by using L'BRI skin care products, L'BRI products are gentle enough for most everyone who suffers with this disease. Listed below is a recommended skin care regimen for those with rosacea.

There is no standard skin type for those who suffer from rosacea. Many sufferers experience dry, flaky skin, while others may have normal or oily skin, or both.

After determining your customer's skin type, (normal, combination, dry, oily, or excessively oily) recommend the appropriate skin care trio.

If your customer has severe redness, recommend using only the cleanser and moisturizer for the first week. A soft pad or washcloth can also be used for cleansing, but rough washcloths, loofahs, brushes or sponges must be avoided.

After the first week of using the cleanser and moisturizer only, add in the freshener once a day in the evening. Why? The skin of most rosacea sufferers is sensitive and easily stimulated.

🌿 L'BRI fresheners oxygenate and stimulate the skin, which can be too stimulating initially for those with rosacea. Using the cleanser and moisturizer twice a day for the first week helps to acclimate the skin to L'BRI products which are corrective and work from the inside out at the cellular level. In addition, recommend Smooth n' Firm Eye Gel or Intense Eye Repair Cream along with Rejuvenating Facial Peel.

Individuals with rosacea must still gently exfoliate the skin approximately two times a week. L'BRI Facial Rejuvenating Peel is gentle and effective for those with rosacea. Avoid using Face and Body Scrub on this skin type.

🌿 L'BRI anti-aging serums are excellent additions to the skin care regimen for individuals with rosacea, with the exception of Time Erase as it contains Alpha Hydroxy Acids. Time Erase can be added to the skin care regimen after 30 days to tackle enlarged pores, uneven skin tone, minimize scarring and treat fine lines.

🌿 L'BRI Facial Masque can also be added to the skin care regimen after seven to 10 days of using the basic skin care trio. Facial Masque can be used twice a week.

### Products recommended for this condition:

- Anti-Aging Serums:
  - Dermaplex A – Line Reversal Peptide Serum
  - High Antioxidant Night Repair Treatment
  - Maxifirm Skin Renewal Complex
  - Time Erase AHA Slow Release Serum (after 30 days, if appropriate)
- Facial Masque
- Intense Eye Repair Cream
- Rejuvenating Facial Peel
- Smooth n' Firm Eye Gel
- Oil-Control Cleanser
- Skin Care Trio appropriate for their skin type

# Eczema and Psoriasis

## **Eczema**

The word eczema comes from a Greek word that means to effervesce, bubble or boil over. Eczema is the most common inflammatory disease of the skin and affects many millions of adults and children worldwide. There is currently no cure for eczema, but it can be managed. Eczema is a hypersensitivity reaction to triggers and genetic inheritance plays a major role in most forms of eczema.

Individuals with eczema are usually diagnosed with the condition as babies or young children. Eczema symptoms often become less severe as children grow into adults. For some individuals, eczema continues into adulthood. Less often, it can start in adulthood.

Eczema is often called atopic dermatitis and can appear all over the body. Many people have it on their elbows or behind their knees. Babies often have eczema on the face, especially the cheeks and chin. They can also have it on the scalp, chest and back, outer arms and legs. Children and adults tend to have eczema on the neck, wrists, and ankles, and in areas that bend, like the inner elbow and knees.

The rash of eczema is different for each person. It may even look different or affect different parts of the body from time to time. It can be mild, moderate, or severe. No matter what part of the skin is affected, eczema is almost always itchy. Sometimes the itch may be so bad that the skin is scratched until it bleeds, making the rash even worse, leading to more inflammation and itching.

Affected areas usually appear very dry, thickened, or scaly. In fair-skinned people, these areas may initially appear reddish and then turn brown. Among darker-skinned people, eczema can affect pigmentation, making the affected area lighter or darker. In infants, the itchy rash can produce an oozing, crusting condition that happens mainly on the face and scalp, but patches can appear anywhere.

For those who have eczema, it is important for them to take good care of their skin. L'BRI products have been shown to be beneficial to those with eczema. Aloe, a natural anti-inflammatory, is the first ingredient in L'BRI skin care products, along with other soothing and healing ingredients. Many individuals have found relief and lessening of their eczema symptoms through consistent use of L'BRI skin care products. It is important to note that even though many individuals have seen results by using our products - not everyone will. Under no circumstances do we recommend that an individual stop using any medications they are currently taking for their eczema before checking with their physician.



## **Helpful skin care tips when working with someone who has eczema:**

- Moisturize every day.
- Take lukewarm baths and showers.
- Gently pat skin with a dry soft towel – do not rub.
- Apply moisturizer within 3 minutes after bathing to “lock in” moisture.
- Use a humidifier in dry or cold weather.
- Keep fingernails short to help refrain from scratching and breaking the skin.
- Wear cotton or soft fabrics and avoid rough, scratchy fibers and tight clothing.

## **Recommended facial skin care regimen for those with eczema:**

After determining your customer's skin type, (normal, combination, dry, oily, or excessively oily) recommend the appropriate skin care trio. Most people with facial eczema have dry skin and we recommend the Intense Moisture Crème following their cleanser and freshener. If facial eczema exists, avoid any type of exfoliation at the start of the program. Depending on their skin type, Rejuvenating Facial Peel, Facial Masque or Clarifying Clay Masque can be added to their skin care regimen after the condition improves.

For customers with aging skin concerns such as loss of firmness, wrinkling or uneven texture, L'BRI anti-aging serums such as Dermaplex, High Antioxidant Night Repair and Maxifirm are excellent additions to the skin care regimen. We do not recommend using Time Erase Serum for those with facial eczema. Time Erase contains 10% natural fruit acids (alpha hydroxy) and these acids may be too active for this sensitive skin type.

## **Recommended body care regimen for those with eczema:**

For adults and infants, recommend L'BRI Body Wash and Daily Moisturizing Hand & Body Lotion for moderately dry skin that is not too red and scaly, and Intense Moisture Crème for those with severe redness and dryness.

If skin is moist and oozing, recommend L'BRI Body Wash and Aloe Vera Barbadosensis Jelly. Aloe Jelly can be applied up to four times a day if skin is moist and oozing for faster healing and results.

It is possible that some individuals may experience a slight tingling or even burning sensation when first using the Aloe Jelly on oozing skin. This will subside after the second or third application and is nothing to be concerned about.

For faster healing of those with severe eczema with dry skin, effective results have been achieved by applying the Aloe Jelly first and followed by Intense Moisture Crème.

Infants – Use Foaming Baby Wash over entire body, face and head with soft cloth. Rinse thoroughly with lukewarm water. Gently pat skin with towel, do not rub. While skin is still damp, follow with Baby Lotion or Intense Moisture Crème to affected areas. This may be used on the entire body. Baby Lotion or Intense Moisture Crème should be applied twice a day, morning and night.

## Psoriasis

The most common type of psoriasis is called plaque psoriasis. It is an autoimmune disorder that causes the body to create extra skin cells. Psoriasis can appear anywhere, but most often occurs on the scalp, elbows, knees, and lower back. The condition is not contagious, and it is fairly common, affecting 2 - 3% of Americans. Psoriasis is more common in adults than children.

Both psoriasis and eczema are chronic skin diseases that cause red, scaly skin rashes. Though they are quite similar, the range of symptoms for each is usually different enough to tell them apart.

Psoriatic lesions are typically thick, red, and scaly (dry). Although eczema lesions may be similar if they are chronic, they also can appear as moist and oozing areas. Both tend to affect the hands, feet, and nape of the neck. Psoriasis most commonly appears on the scalp, knees, elbows, torso, and very infrequently on the face. It can even be difficult for a doctor to distinguish the two.

Patches may begin as slightly thickened areas of dry skin that appear red or pink. Gradually, the patches can become thicker, itchier, or more painful. These symptoms can develop slowly or suddenly. If skin is scratched the symptoms can worsen more quickly.

The symptoms of psoriasis vary greatly in terms of severity. Some people experience subtle itching and flaking while others experience extreme pain and burning. Typically, psoriasis will cycle through flare-ups and periods of remission that can last anywhere from days to months.

L'BRI products have shown to be beneficial to those with psoriasis. Aloe, a natural anti-inflammatory, is the first ingredient in L'BRI skin care products, along with other soothing and healing ingredients. Many individuals have found this to provide relief and lessening of their psoriasis symptoms. It is important to note that even though many individuals have achieved results with consistent use of our L'BRI products – not everyone will. Under no circumstances do we recommend that an individual stop using any medications that they are currently taking for their psoriasis before checking with their physician.

### Recommended facial skin care regimen for those with psoriasis:

After determining your customer's skin type, (normal, combination, dry, oily, or excessively oily) recommend the appropriate skin care trio. If facial psoriasis exists, which is rare, avoid any type of exfoliation at the start of the program. The Rejuvenating Facial Peel, Facial Masque or Clarifying Clay Masque (depending on the degree of oiliness) can be added to their skin care regimen after the condition improves.

For customers with aging skin concerns such as loss of firmness, wrinkling, or uneven texture, L'BRI anti-aging serums or treatments such as Dermalplex, Maxifirm and High Antioxidant Night Repair Treatment are excellent additions to the skin care regimen. We do not recommend using Time Erase Serum for those with facial psoriasis. Time Erase contains 10% natural fruit acids (alpha hydroxy) and these acids may be too active for this sensitive skin type.

### Recommended body care regimen for those with psoriasis:

We recommend the L'BRI Body Wash and Daily Moisturizing Hand & Body Lotion for moderately dry skin that is not too red and scaly. We recommend Intense Moisture Crème for those with severe redness and dryness. Hand and Body Lotion or Intense Moisture Crème should be applied twice a day, morning and night.

For faster healing for those with severe psoriasis, beneficial results have been achieved by applying the Aloe Vera Barbadensis Jelly followed by Intense Moisture Crème.

Infants – Psoriasis often appears between the ages of 15 and 35, but it can develop at any age. Approximately 10 percent to 15 percent of those with psoriasis develop the condition before age 10. Some infants may develop psoriasis, although this is considered rare.

Use Foaming Baby Wash over entire body, face and head with soft cloth. Rinse thoroughly with lukewarm water. Gently pat skin dry with towel, do not rub. While skin is still damp, follow with Baby Lotion or Intense Moisture Crème to affected areas. This may be used on the entire body. Baby Lotion or Intense Moisture Crème should be applied twice a day, morning and night.

## Products recommended for these conditions:

- Aloe Vera Barbadensis Jelly
- Body Wash
- Facial Masque
- Skin Care Trio appropriate for their skin type
- Anti-Aging Serums:
  - Dermalplex A – Line Reversal Peptide Serum
  - High Antioxidant Night Repair Treatment
  - Maxifirm Skin Renewal Complex
- Hand & Body Lotion
- Intense Body Butter
- Intense Moisture Crème
- Super Antioxidant Complex
- Rejuvenating Facial Peel
- Baby Products:
  - Foaming Baby Wash
  - Baby Lotion



## The importance of following up with your customers

When working with customers who have challenging skin conditions, it is extremely important that you follow-up closely to make sure (1) she is using the products correctly, (2) she is starting to see results, and (3) she is happy with the products she is using.

When you follow up with your customer it shows her that you care and are knowledgeable about L'BRI products and their use. When she is satisfied and achieving optimum results, you will benefit by repeat business and future referrals.