

UNDERSTANDING SKIN CONDITIONS

# Sensitive & Redness-Prone Skin

**DIFFUSED REDNESS, VISIBLE BLOOD VESSELS, HIGHLY REACTIVE/IRRITATED**

Rosacea is a chronic skin condition characterised by facial flushing, redness, telangiectasias (visible blood vessels) and sometimes, blemishes. The first sign of rosacea may be the onset of visible redness that comes and goes, and varies in intensity.

Redness-prone skin is most often seen in fair-skinned individuals, typically between the ages of 30 and 50, and generally affects the cheeks, nose, forehead and chin. While it is more common in women, it can be more aggressive for men. The cause of redness-prone skin is not yet certain, however, theories include small intestine bacterial overgrowth, an immune reaction to a natural mite (demodex mite) that lives in our skin, unstable vessels, genetics and sun exposure. What we do know, is that the skin is easily triggered and irritated, which leads to chronic redness with intermittent flare-ups. While this condition cannot be completely corrected, there are ways to topically manage the associated symptoms.



**Transepidermal Water Loss**

A loss of moisture that leads to sensitive skin and dehydration.



**Free Radical Damage**

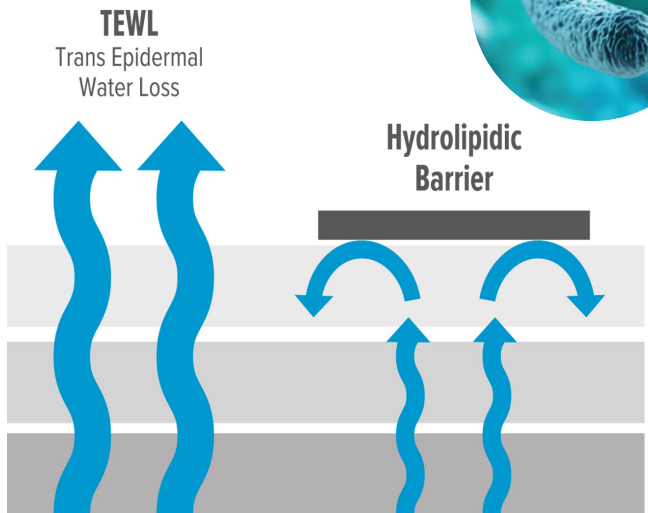
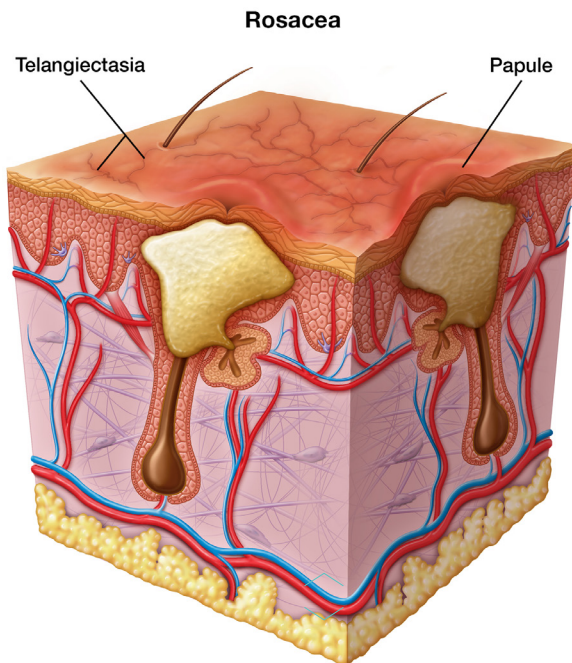
Pollutants and ultraviolet radiation produce free radicals which cause our skin to weaken and become dull.



**Bacteria Management**

Demodex mites and bacteria can aggravate sensitive & redness-prone skin

If skin is sensitive or damaged, it will not optimally defend itself from common daily aggressors. Sun, wind and pollution can signal an inflammatory response within the skin. Since the skin is compromised and unable to properly protect itself, the body sends blood to the triggered areas as a defense mechanism. Blood brings oxygen via the red blood cells and immunity through white blood cells to try and defend against the effects of these aggressors. In doing this, it may also introduce heat, redness and inflammation, which is easily detected on the skin's surface. If this flushing reaction occurs regularly over time, the blood vessels just under the skin will become dilated and the redness will be more permanent. As a result, the skin will become more vulnerable to external triggers, and visible symptoms may worsen over time.



**TREATMENT PATHWAY**

Follow these four steps using the associated ingredients to target Sensitive & redness-prone skin

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|---|---|--|---|
| <p>1</p> <p>Boost skin's resilience /<br/>Defend against<br/>daily aggressors.</p> <p>L-ASCORBIC ACID</p> | <p>2</p> <p>Reduce the appearance<br/>of chronic redness /<br/>Manage bacteria</p> <p>PIPERONYL<br/>GLUCOSE &amp; HINOKITOL</p> | <p>3</p> <p>Strengthen<br/>hydrolipidic barrier</p> <p>NIACINAMIDE</p> | <p>4</p> <p>Protect<br/>against UVB &amp; UVA</p> <p>ZINC OXIDE</p> |
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