



## **FREQUENTLY ASKED QUESTIONS: ALUMINÉ SKINCARE**

*The following information, which is based on the extensive beauty and personal care experience of industry experts working closely with ACN, is intended to help you maximize the benefits of your Aluminé skincare experience.*

### **1. At what age should I start a skincare regimen?**

Skin ages every year. It's important to start caring for it at an early age, because damage from environmental factors is cumulative and often more severe than simple aging. Your skincare routine should match your skin type – keep in mind that over the course of a lifetime, your skin type may change due to hormonal changes and other factors.

### **2. How can I tell if I have oily skin?**

Oily skin occurs when your body naturally produces an abundance of oil. Adolescents and adult men are most likely to have oily skin. Excess oil causes shine, especially on the forehead, nose and chin. This type of skin is thick and covered with an oily film that prevents it from drying out. It is less sensitive to external factors and less susceptible to dryness, so aging is not as visible.

### **3. How can I tell if I have a combination of oily and normal skin?**

Most people have a combination of oily and normal skin. Normal skin is soft to the touch, uniform and without obvious imperfections. If certain areas tend to be greasy or shiny, especially the “T zone,” (forehead, nose, and chin), you have combination skin.

### **4. How can I tell if I have dry skin?**

Dry skin lacks lipids, water, or both. When skin is dry due to lack of natural fats, it has fewer lipids to protect it, making it very sensitive to irritants. It tends to form wrinkles more quickly than other skin types. Dehydrated dry skin indicates severe lack of hydration. The most obvious characteristic is a rough texture, sometimes accompanied by flaking. Dry skin is often thin, fragile, and sensitive to cold or dry air, resulting in tightness and itching.

### **5. How can I keep my skin looking young longer?**

To keep skin healthy, attractive, and looking young for longer, Peter Lamas recommends:



- Sleep at least 8 hours per night, giving the skin ample time for the cellular regeneration and repair processes that happen during this time
- Use sunscreen with a high SPF
- Drink at least 2 liters of water per day to assist in the production of collagen and elastin
- Wash, hydrate and nourish your skin daily
- Exfoliate once a week
- Avoid smoking and drinking alcohol in excess, which dehydrate the body
- Protect the skin from extreme heat and cold
- Eat healthy, balanced meals
- Use anti-aging treatments

#### **6. Should I wash my skin every day?**

Cleaning your skin daily is recommended. The first step in any personal care routine is washing your skin, used to remove impurities from its surface and prepare your skin to absorb hydrating and nourishing treatments.

#### **7. Can I go to bed without removing my makeup?**

It is not recommended, as this is considered highly damaging to the health of your skin. Makeup clogs your pores, and if left on overnight, the skin is not able to go through the natural detoxifying process that typically occurs while you sleep. This results in an accumulation of toxins and free radicals, leading to premature aging.

#### **8. What is the difference between the Eye Serum and the Eye Cream with Emblica?**

The Firm and Lift Age-Defying Eye Serum is recommended to treat puffiness and bags under the eyes, while the Brightening Emblica Eye Cream helps reduce dark circles.

#### **9. What is a serum?**

A serum is like a nutritional supplement for your skin. It has higher concentrations of active ingredients like vitamins and antioxidants that treat various skin conditions. It is also formulated with smaller molecules to deeply penetrate the skin, making it more effective.



### **10. Should I apply a serum before or after a moisturizing cream?**

A serum should be applied thoroughly to clean skin, before applying a moisturizer. Remember that you should always start with the most lightweight products, followed by the ones with denser textures, ending with makeup.

### **11. Should I use a serum or a cream?**

They are two totally different things. The fundamental purpose of a serum is to deliver active ingredients and nutrients deep into the skin. Creams, on the other hand, do not penetrate as deeply into the skin (because the molecules are more dense), making them ideal for hydrating, protecting, and sealing moisture inside the skin.

### **12. At what age should I start using a serum, since it's an ideal anti-aging product?**

Previously it was believed that serums were products for people over 35. However, Peter Lamas recommends using a serum starting at age 25 to delay the onset of the first signs of aging.

Serums are considered one of the best anti-aging products. They help combat problems with sagging skin and wrinkles, as well as protecting the skin from free radicals, sun, and pollution – factors that greatly contribute to signs of aging. As if that weren't enough, using a serum amplifies the effect of other treatments, including creams. They are a great addition to any skincare regimen.

### **13. How do I apply the Aluminé facial creams?**

We recommend evenly applying the Aluminé cream over your entire face and neck, using gentle circular motions. Avoid the eye area.

For the eye area, if you have puffiness or bags under your eyes, apply the **Eye Serum** to the skin under and around your eyes. Massage it from the outside in, stimulating the lymphatic system to drain out the retained fluid. If you don't suffer from bags under your eyes but instead have dark circles, apply the **Emblica Eye Cream** to the skin under and around your eyes by gently dabbing it on, moving from the inside to the outer edges, to stretch the skin and progressively smooth fine lines. Please use caution to avoid getting products in your eyes.



#### **14. Why is it important to exfoliate?**

Exfoliation is a very important step in your skin care routine. Skin that is not properly exfoliated becomes dry and takes on a gray appearance. Remember that blackheads are caused by dirt and oxidized product residues, which is why it's important to exfoliate.

#### **15. Can I exfoliate every day?**

It's not recommended. Exfoliation shouldn't be a daily treatment, because doing it so frequently could dry out your skin and cause flaking. If you have normal skin, exfoliate once per week with the **Exfoliating Pumpkin Facial Scrub**. If you have combination or oily skin, exfoliate twice to three times a week, as needed.

#### **16. What is the different between botanical oils and mineral oils?**

Aluminé products are made with only essential oils, extracted from plants and seeds. These botanical oils are more easily absorbed and are also lighter, thanks to new techniques used for extraction.

Mineral oils are derived from petroleum. They soften skin by producing a film of oil on the skin, clogging pores and preventing the evaporation of water off the skin, which can produce acne.

#### **17. Why use botanical oils?**

- Botanical oils clean your skin without completely removing the protective, natural oil barrier
- They contain a small molecule that enters the pores to cleanse and moisturize without clogging
- They penetrate deeply to nourish the skin
- The skin accepts botanical oils because they are of a similar cellular structure
- They help dehydrated skin become nourished and hydrated
- They contain firming nutrients such as essential fatty acids
- They promote elasticity
- They provide radiance
- They help reduce fine lines
- They assist in the process of cellular regeneration



### **18. What cosmetic products contain mineral oil?**

Mineral oils, derived from petroleum, are common ingredients in personal care and cosmetic products. Common derivations include: paraffin oil, petroleum oil, liquid paraffin, petrolatum, white petrolatum liquid, white oil, petroleum jelly, mineral oil, silicone quaternium, Methylsilanol, and microcrystalline wax, among others. Check the labels of your personal care products to see if you are applying mineral oil on your skin. Aluminé products contain only organic, natural, botanical oils, which are easier for the body to absorb and are lighter than ever thanks to new extraction techniques.

### **19. What are sulfates?**

A sulfate is an agent that promotes the formation of soap suds, typically used in skin cleansers and shampoos. This agent can interact with other chemicals to form nitrosamines, a carcinogen, and can cause serious problems such as kidney and respiratory damage. Peter Lamas recommends you avoid products containing sulfates, especially Sodium Lauryl Sulfate (SLS) and Sodium Laureth Sulfate (SLES). *Aluminé products are completely sulfate-free.*

### **20. What are parabens?**

Parabens are preservatives commonly used in the personal care industry. Studies have shown that parabens are absorbed by the skin and have been identified in biopsy samples. Peter Lamas recommends avoiding ingredients whose name contains the word “paraben;” for example, ethyl paraben, butyl paraben, methyl paraben, propyl paraben. Aluminé products are completely paraben-free.

### **21. How does sleep deprivation impact my skin?**

Not getting enough sleep can dehydrate your skin as well as cause wrinkles and impair the cellular regeneration process.

### **22. What threatens the health of my skin?**

Unfortunately, threats to the health of your skin are all around us. Internal and external factors and irritants can, in the long run, cause significant negative impact.

Internal factors: Age, stress, ill-balanced diet, alcohol, drugs, hormonal factors, genetic factors.



External factors: Wind, cold, heat, excessive sun, dry air, pollution, detergents, heating and air conditioning.

### **23. What is most important in caring for my skin?**

A healthy, balanced diet and consistency in your skincare routine are the two most important factors to the health of your skin.

### **24. Can Aluminé products cause allergic reactions on the skin?**

The Aluminé line has been formulated to be effective and compatible with most skin types. Our skin is an amazing, living organ that constantly adjusts and adapts to various environmental and applied impacts. Sometimes new products and ingredients require skin adjustments which take time and may result in surface reactions or irritation during the transition period. Certain individuals may experience minor irritation including redness, itching, or breakouts which should resolve once your skin acclimates to the product. However, as with all applied products and in rare instances, some products and ingredients may conflict with a user's unique personal skin chemistry and usage should be discontinued.

The individual ingredients in Aluminé products have undergone extensive safety testing and analysis, under a variety of conditions, to ensure they meet the highest quality and safety standards. These premium ingredients are carefully blended at optimum levels to nourish and rejuvenate your skin. The results speak for themselves. However, if you have sensitive, reactive skin, we suggest the following guidelines:

#### **Skin Sensitivity**

Aluminé products are designed to work with a broad range of skin types, but it is impossible to identify every potential reaction between all ingredients and individual skin characteristics. If you are sensitive to certain ingredients, please review the label carefully and avoid known allergens.

#### **Multiple Products**

Remember that certain drugs and cosmetics used simultaneously with Aluminé products may be reacting with or increasing your skin's sensitivity to Aluminé products. We recommend that you test a small area with products prior to your first use to determine if you have any adverse reaction.

#### **Skin Condition**



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If you have extremely sensitive, dry, irritated, or damaged skin, consult your physician before trying any new skin care products. We do not recommend using Aluminé products on skin with identified medical conditions such as acne, eczema, psoriasis, rosacea, or any other related conditions that require medical treatment or a dermatologist's prescription.

### **New Product Phase-In**

Every time a new product is introduced to your daily routine, you may encounter a temporary reaction. Your skin must become accustomed to a product to determine how it interacts with your skin long-term. If you experience minor to mild irritation, it may be that your skin simply needs at least two to three weeks to acclimate. However if you have a severe reaction or any concern about irritation, we recommend you stop using any new products and seek medical advice.

### **Over application**

Aluminé products are formulated to contain a potent dosage of key actives and botanicals and should only be used in accordance with instructions. Do not over apply any products to your skin and always follow the recommended process of cleansing. In the event of irritation, applying cold water to the affected area can diminish or treat the reaction.

## **25. Why is the pH factor important?**

The acidity or alkalinity of a substance is measured on the pH scale, which ranges from 0 (extremely acidic, as in lemon juice) to 7 (neutral, as in water) to 14 (extremely alkaline, as in lye). Maintaining the skin's pH factor helps maintain a proper balance of the "acid mantle" which aids in protecting the body from bacteria and helps prevent moisture loss. If destroyed by an alkaline substance, the acid mantle takes three or four hours to regenerate.

Aluminé skin care products have been carefully formulated at properly balanced pH levels to avoid damaging the skin's protective acid mantle, gently cleansing and moisturizing to ensure the optimum health of your skin.

## **26. When do Aluminé products expire?**

All Aluminé products have been formulated to have extended shelf lives. Aluminé product packaging is date stamped with a "sell by" date and, if stored properly, can be used for up to one year after this date. Aluminé products may not be sold to customers after the "sell by" date.



**27. Are Aluminé products 100% natural?**

No. Aluminé formulas are based on botanical principles and are enriched with organic ingredients. These high quality products combine the best of science and modern chemistry with the best of nature to deliver results without compromising your well-being.

**28. Aluminé products are 100% vegan – what does this mean?**

All Aluminé products are formulated without animal products, and have never been tested on animals.