

## Beauty Essentials



### Did You Know ...

- Cleansing is a two-step process. It should be followed by a toner, which thoroughly prepares the skin to better receive the benefits of treatments and moisturizers.
- Dehydration of the skin can often be mistaken for wrinkles. A lack of water can cause the skin to appear leathery and shriveled.
- Skin stripped of its natural protective moisture barrier is prone to dehydration and sensitivity.
- 24-hour moisturization is essential for healthy-looking skin.
- Using a nighttime moisturizer can help the skin look well rested.
- As seasons change, so should your skin care.

## Beauty Essentials

Throughout a lifetime, your skin will undergo many changes. Both internal and external factors such as season, age, nutrition, stress and even certain medications, can affect the appearance of this living, growing organ.

For skin to be healthy, it needs a balance of oil and water. Skin produces oil to condition itself; however, it does not produce water. Therefore, hydration must be provided.

### Skin Care ABCs

There are three essential steps for a healthy complexion: cleansing, toning and moisturizing. Merle Norman Cosmetics offers a variety of choices based on your skin type, which is determined by the degree of oiliness or dryness of your skin.

### Ask Yourself:

*Is your skin sufficiently hydrated?*

*Does your cleansing product match your skin type?*

*Are you giving your skin the care it requires to look and feel great?*

If you answered “no” to any of the questions above, a personalized skin care consultation can assess your skin’s needs.

### Skin Fundamentals

Ask your Beauty Consultant to select a skin care program that’s right for you.

Cleansers for a clean, fresh start:

- **LUXIVA® Foaming Cleanser Normal/Dry** features calming botanicals for soft, clean comfortable skin.
- **LUXIVA® Foaming Cleanser Normal/Oily** features citrus botanicals for thoroughly cleansed, shine-free skin.

**MERLE NORMAN®**  
1255E EASTON AVENUE MIDDLE RIVER, MD 21221 410.552.4211  
[www.honeyeggstudio.com](http://www.honeyeggstudio.com)

Toners to balance, condition and smooth:

- **LUXIVA® AHA Toner Normal/Dry** gently exfoliates and improves skin tone and clarity.
- **LUXIVA® AHA Toner Normal/Oily** helps remove excess oil, tightens pores and refines skin texture.

Moisturizers to hydrate skin:

- **LUXIVA® PREVENTAGE™ Firming Defense Creme** with SPF 15 provides environmental protection.
- **LUXIVA® Wrinkle Smoother** hydrates skin to help it look younger and smoother.
- **LUXIVA® Sheer Defense** protects from the sun’s harmful rays, provides a hint of color and hydrates.
- **LUXIVA® Shine Control Hydrator** controls oil and refines pores.

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