

## Did You Know ...

- Certain medications can result in skin sensitivity. Check with your physician or pharmacist.
- Dehydration of the skin is often a precursor to sensitivity.
- Sensitive skin needs extra protection.
- Alcohol, fragrance and parabens are ingredients that *can* aggravate sensitive skin.
- Additives such as alcohol and caffeine sometimes aggravate sensitive skin conditions such as rosacea.
- Rosacea is a medical condition and must be diagnosed by a doctor.

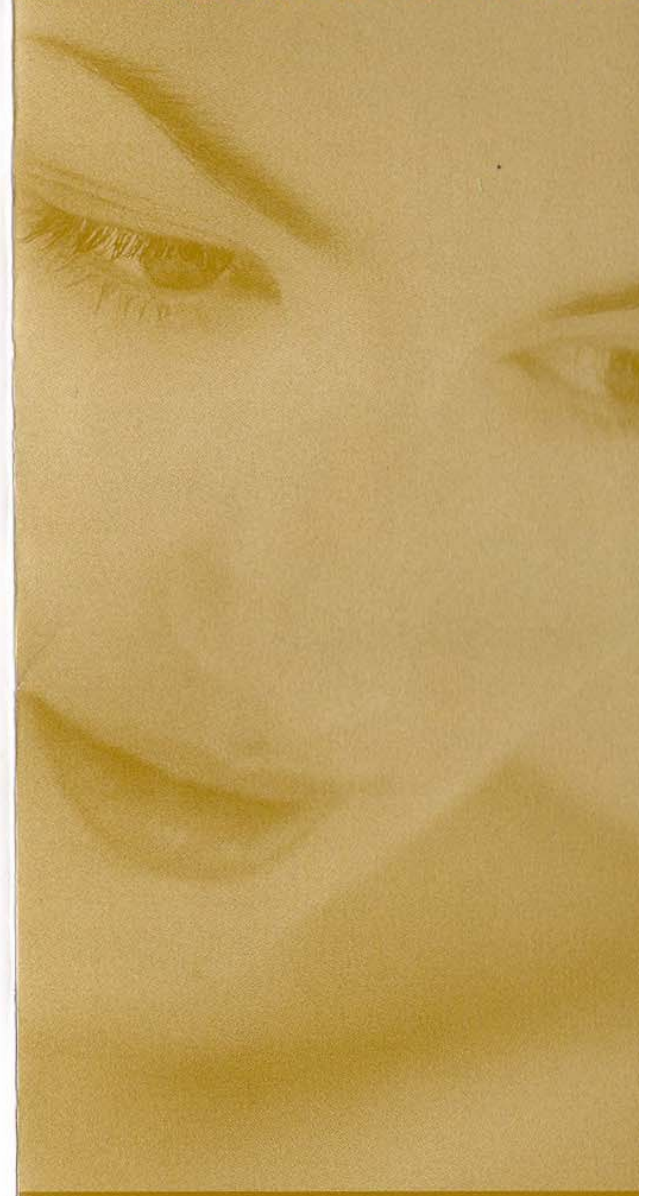
**MERLE NORMAN®**

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# Sensitive Skin



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COSMETIC STUDIOS

## Sensitive Skin

According to the American Academy of Dermatology, more than 40 percent of the U.S. population perceive themselves as having sensitive skin. Skin can be sensitive by nature or become so over time.

### Contributing Factors

With age, the skin tends to become thinner. Combined with the slowing down of oil production, this can result in overly dry skin with increased sensitivity.

Harsh cleansing products (i.e., detergent soaps) can deplete the natural protective lipid barrier. Excessive exposure to the elements can cause redness and sensitivity. Hormonal fluctuations and certain medications can also result in skin sensitivity.

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### Ask Yourself:

*Does your skin react easily to the environment?*

*Do you notice any redness on your skin?*

*Do you blush easily?*

*Does your skin often have a product reaction?*

If you answered “yes” to any of the questions above, ask your Beauty Consultant to recommend a skin care program to soothe, calm and protect your skin.

### Sensitive Skin Care Products

Merle Norman recognizes the special needs of people with sensitive skin.

For gentle cleansing and toning:

- **LUXIVA<sup>®</sup> Delicate Balance Calming Cleanser** leaves the skin feeling soothed and comfortable.
- **LUXIVA<sup>®</sup> Delicate Balance Soothing Toner** refreshes, helps brighten and rehydrates.

To gently moisturize the skin:

- **LUXIVA<sup>®</sup> Delicate Balance Moisturizer** helps increase the natural lipid barrier to comfort and protect the skin.

LUXIVA Delicate Balance products use gentle ingredients to cleanse, tone and moisturize fragile skin — even those affected by rosacea. They contain no fragrance, alcohol, dyes, colorants or parabens.

*Please consult your dermatologist to diagnose common medical conditions such as rosacea.*

For gentle exfoliation:

- **LUXIVA<sup>®</sup> Polished Perfection** instantly smoothes even the most delicate skin.
- **LUXIVA<sup>®</sup> Renew** helps address skin care concerns such as redness, flakiness and roughness.

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