



**LIVE WELL**  
VIRTUAL SUMMIT

**Day to Night Skincare Routines with  
Melanie Mckenna:**

**Skin types:**

**Normal:**

Not too dry, not too oily  
No or few imperfections  
No severe sensitivity  
Barely visible pores

**Combo**

Can be dry or normal in some areas, oily in others t-zone. Common skin type:  
Visible pores  
Imperfections through t-zone  
Shiny t zone, dry/normal cheeks

**Dry:**

Invisible pores  
Dull rough texture

Red patches  
Less elastic skin  
More visible lines

## **Oily:**

Enlarged pores  
Dull or shiny thick skin  
Blemishes

## **Sensitive:**

Redness  
Itching  
Burning  
Dryness  
Skin can feel hot to the touch

How to know what type you have:

Wash your face with a foaming gentle facial cleanser and wait 10 minutes

- shiny skin with enlarged pores (oily)
- Tight feeling dull skin (dry)
- Slightly shiny in t zone with normal cheeks (combo)
- Radiant skin with slight tight feeling (normal)
- Red, itchy, patchy or hot skin (sensitive)

## **Common skin conditions:**

### **Acne:**

Acne is a skin condition that occurs when hair follicles/pores become plugged with oil and dead skin cells. It causes whiteheads, blackheads and painful cystic lesions. Can cause scarring and hyperpigmentation

Causes:

- excess oil production
- Excess dead skin cells
- Bacteria
- Inflammation

Topical Treatments:

- retinoids
- Salicylic acid
- Benzoin peroxide

## **Rosacea:**

Rosacea is a common skin condition that causes redness and visible blood vessels on your face. It may also produce small red pus filled bumps. These signs may flare up for weeks or months then go away.

Causes:

- hot spicy foods
- Alcohol especially red wine
- Temperature extremes
- Sunlight/wind
- Emotions/stress
- Exercise
- Cosmetics

Topical treatments:

- prescription topicals: Mira so or rhofade
- Anti redness otc creams calming creams

## **Aging skin:**

Wrinkles, crepey skin, loss of volume and sagging skin, dullness lack of radiance, lack of smooth texture

Causes:

Aging- loss of collagen and elastin

Facial expression

Smoking

Skin cells do not turn over as quickly causing dead skin cells to accumulate on the surface

Topical treatments:

- retinoids
- Chemical exfoliant e.g. aha
- Peptides
- Growth factors

- Vitamin C

## **Hyperpigmentation/melasma**

Brown spots/areas on the skin caused by the sun and aging.

Causes:

UVA damage

Topical treatments:

- hydroquinone
- Retinoids
- Vitamin c

## **Simple day to nighttime skincare regime to prevent and correct common skin concerns:**

Morning: 4 steps

Night: 3 steps

### **Day:**

Cleanse, treat, hydrate, protect

- use a cleanser formulated for your skin type
- Choose active ingredients in a product formulated for your skin conditions
- Use a moisturizer formulated for your skin type
- Final step is sun protection. Choose a sunscreen with SPF 30+ many sunscreens have formulations for different skin types. Can be tinted or non-tinted.

### **Night:**

Cleanse, treat, hydrate

- same cleanser can be used
- Treatment can be the same or different e.g retinoids only used at night)

- Can use the same moisturizer. No need for a day or night cream when you are doing good treatment products

## Active ingredients:

Often multiple ingredients in treatment step but also can be present in cleansers, moisturizers and sunscreen.

### Retinol:

- a derivative of vitamin A
- Retinol molecules go deep into the skin to the middle layer called the dermis. Once there they help neutralize free radicals and boost the production of collagen and elastin. They have an exfoliating effect as they increase cell turnover which decreases with age

### Treats:

- acne
- fine lines
- wrinkles
- age (sun) spots, freckles, and other signs of sun damage, sometimes called photoaging
- uneven skin texture
- melasma and other types of hyperpigmentation
- large pores caused by acne, oily skin, or collagen loss
- only use at night. Start slow as retinol can be irritating. Use 3 nights a week to start and gradually ramp up use. Try to get to every night or every other night

### Vitamin C:

- a potent antioxidant when applied topically
- Look for pharmaceutical grade vitamin c formulations to ensure product is able to be absorbed into skin, is at the proper Ph and percentage
- Used for fine lines and wrinkles, wound healing, skin brightening and protects against and corrects sun damage

## AHA's and BHA's (chemical exfoliants)

### AHA's (glycolic acid)

- chemical exfoliant that removes dead and dying skin cells from epidermis

- reduce sun damage
- Smooth skin texture
- Brighten and provides radiance
- Makes skincare work better
- Minimize fine lines and wrinkles

### **BHA's (salicylic acid)**

- Targets blemishes and bumps
- Shrinks and unclogs pores
- Minimize fine lines and wrinkles

### **Other actives to look for:**

- peptides
- Hydroquinone
- Benzoin peroxide

## **Forgotten steps/common mistakes**

### **Number 1: sunscreen**

#### **Mistake-not applying every day**

- Apply every morning on sun exposed areas even in the winter or on cloudy rainy day as UVA can come through clouds and indirect sunlight example when driving
- 2 types of sunscreens- chemical and physical
- Physical sunblocks contain zinc and titanium dioxide as their active ingredients while chemical sunblocks have ingredients like oxybenzone and avobenzone
- Minimum spf 30. Don't forget areas people miss like above their lip, ears, neck and back of hands
- Prevents skin cancer and sun damage

### **Number 2: exfoliation**

#### **Mistake: being afraid of chemical exfoliants**

- 2 types of exfoliants: chemical and physical
- Chemical exfoliants (aha bha)are more effective and have more benefits to the skin

- Physical exfoliants use tiny micro beads to gently remove dead skin cells. Good to use if there is visible flaking on the skin. They can help skin care work better and provide some radiance but more bang for your buck with chemical exfoliants.

## **Number 3: Retinol**

### **Mistake- stopping use**

- Make sure with retinol (using .25 or 1%) start slow 2-3 nights/week
- Look for slow release formulations
- Don't stop using it if flakiness and dryness occur. Just take a few nights off and use lots of moisturizer over top

## **Number 4: Starting too many new products at one time**

- Once you have a cleanser and a moisturizer you like add active ingredients like retinol or AHA's or vitamin c one at a time. This will reduce sensitivities and help you decide what you like or don't like about the product
- Once a new product has been started it generally takes one week to 3 months to see a notable difference. Give products a chance to work.

## **Number 5: Not washing face before bed**

- sometimes it happens but try not to make it a habit. Washing your face before bed removes dirt, makeup and bacteria so your skincare products can work their magic while you sleep.