

Daily Regimen

Morning:

- 1. Facial Shampoo**
- 2. Stem Cell C (wait 1 minute) all over**
- 3. Eye Cream**
- 4. Calming Fluid (optional)**
- 5. Sunscreen**

Evening

- 1. Facial Shampoo**
- 2. Volcanic Scrub (Start 3 times a week)**
- 3. Stem Cell C– (allow a minute)**
- 4. Eye Cream– (yes, before the Vita Lotion)**
- 5. Volcanic Mask-3X's week –in gentle circular motion**
- 6. Mandelic 15% (avoid sensitive areas) wait 1 min.**
- 7. Restore Sleeping Mask**

Note: Start Mandelic (or Retinol) every other day for 1 month



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PSC *Solution*
PERSONALIZED SKIN CARE INC.

Acne has always been the reason why I became passionate about skin care. For over 30 years, I have enjoyed helping people on how to understand their acne. I worked for a Dermatologist and became fascinated with changing people's lives. I have seen that acne does not discriminate age, color or gender. Since I opened in 1993, I have had clients as young as 11, all the way up to their 80's. However, teenage acne has a special place in my heart because of the affects that it has on the self esteem, confidence and day to day life. I have witnessed kids come in slouched down and embarrassed, young girls hiding their faces with their hair. Only a couple of months later I have seen a transformation within themselves. Unfortunately, I have also witnessed that there is no distinct cure for acne, there is hope. With the right skin care products, proper guidance to the right facial can make a difference on peoples faces.

Lorena Padilla Coello



Consult your doctor for medical diagnosis and if facial or skin care is right for you. This booklet is for information and to maximize your skin results for the ultimate glow.

The answer to Aging Gracefully?

- Facials
- PSC Skin Care
- Home Facial Exercises & Microcurrent
- Skin Protection: Hat, SPF & anti environmental pollution



Facial Shampoo



- Foaming gel cleanser
- Washes away impurities

Mild cleanser for all skin types. Leaves the skin with a refreshing and immaculate sensation. Use in the morning and night, after working out and to wash off makeup. Directions: Add water to small amount of Facial Shampoo. Lather and massage in circular motion. Repeat if necessary to thoroughly wash off make up.

Stem Cell C Serum (G) is a revolutionary anti-aging serum formulated with stem cells of a rare Swiss apple, protects longevity, combats chronological aging, and preserves a youthful look. Rich in phytonutrients, proteins to provide an anti-wrinkles.



Volcanic Polish- This multitasking Black Mud-based facial polish, fortified with Activated Charcoal and natural micro grains, purifies, exfoliates, and improves the skin's texture as it polishes away impurities and poredwelling environmental pollutants.

Directions for Volcanic Scrub. Apply as a mask on clean skin. Scrub In gentle circular motion. Leave on 2-3 minutes. Best and easiest in the shower

Tinted Gentle SPF 20 - A light-weight sunscreen formulated especially for sensitive skin. Non-irritating Zinc oxide & Titanium dioxide based. Infused with Japanese Green tea and chamomile extract for anti oxidant properties for soothing

A three-in-one luxurious wash-off hydrating masque, hybrid sleeping masque and moisturizing crème that infuses the skin with powerful antioxidants as it delivers maximum hydration and encour-



Vita A Pro Lotion– (RETINOL) Medium strength Vita-min A to help restore skin's healthy vitality, exfoliation, the more rapid shedding of dead surface cells, allows better penetration of skin care, unclogs more difficult blackheads and especially stubborn whiteheads.

For Oily, breakouts and thick skin. Not for sensitive skin

Mandelic 15% , enhances better product penetration. Use carefully since it may over dry the skin.

Avoid drier areas such as under the eyes, smile lines and under the lip fold. Use 1X a day. Up to 2X's a day depending on amount of clogged pores. Should dryness occur, reduce to 3-4 times a week.



WHY DO WE AGE?

It is a natural process that begins with the core of cell damage or deterioration. This occurs on a daily basis as the skin is exposed to many factors in our everyday life. Most of the skin's damage has occurred before the age of 18 but shows up by the age of 40. Unfortunately the skin breaks down like a domino affect which in turn, signs of aging appear. There is no permanent cure to stop aging. However, with the latest technology there are so many wonderful ways to reverse the damage and slow down the aging process so your skin looks and feels younger. Plastic surgery is now considered acceptable, appropriate and is maintained with the use of proper skin care. Wrinkle relaxers & injection fillers help reduce signs of aging more rapidly. **Skin care is just as important as caring for your teeth, hair, and physical health. Healthy skin is the first sign of youthfulness and with proper understanding of the skin, you can achieve a younger, more healthy appearance.**

Possible contributing factors

Free radicals– radical active oxygen molecules are normally produced in the body. When produced in excess, it can accelerate the skins aging process. This contributes to unhealthy, sallow sagging, uneven color, dehydrated, and wrinkled skin. **Factors that contribute to free radicals are: Stress, ozone in the air, auto exhaust, cigarette smoke, radiation, sunlight, impure water, processed food, toxic metals, industrial chemicals, and both recreational & medicinal drugs.**

Stress– causes hormone change in body that rapidly alters cellular malfunction in the skin. Stress makes you breathe less and burn more energy.

Sugar– Sugar may contribute to the skin appearing less soft.

Sunlight– A major culprit for aging skin due to UVA & UVB rays. UVA causes wrinkles, sunburn, skin cancer, loss of collagen and elastin which supports the structure of our skin, and reduces the cell's ability to repair itself. Also causing weakening of capillaries. Even when cloudy

Environment– Smoking, alcohol, pollution all form free radicals causing an inflammatory response which weakens the healthy cell production.

Hormones– A decline of hormone levels have a direct impact on the skin's thinness and youthful appearance.

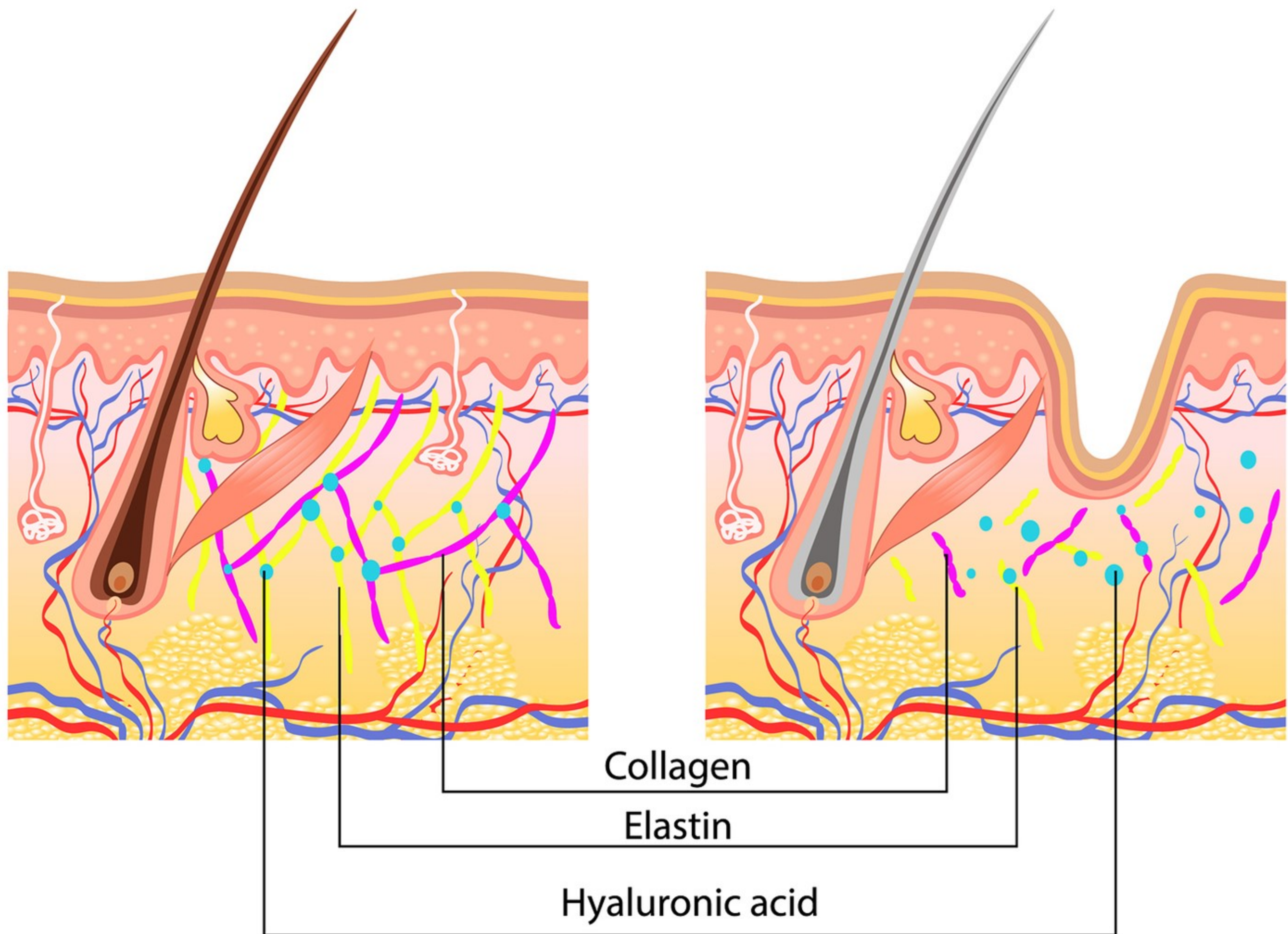
Diet– The body needs the essential vitamins, nutrients and fatty acids which most of the meals today don't have. Excessive coffee is known to increase the stress hormone cortisol.

Health – Immune suppression; the skin relies on the body's immunity system ability to repair itself, fight disease and bacteria.

Genetics– Genetic predisposition is a factor, however, the skin's appearance of aging can be diminished by speeding up the reproduction of cells.

YOUNG SKIN

OLD SKIN



For educational and informational purposes. Consult your doctor for proper diagnosis and if this is right for you

SKIN CARE TIPS

Water Drink 8 to 10 glasses of water daily.

Exercise helps to eliminate toxins and circulates the blood, therefore giving you healthier skin.

Peptides They are made up of amino acids that are the fundamental building blocks of skin. It helps the skin to remain intact with firmness and reduces appearance of fine lines and wrinkles. It also helps to soften the texture and gives the skin bounce with elasticity.

Sunscreen Always protect your skin from the sun with sunscreen with both UVA and UVB protection. Whether it is overcast or not. Avoid direct mid-day sun from 11-4 pm: This is when the sun rays are the strongest. Should you be in direct sun use protective clothing and/or reapply sunscreen every two hours. Sunscreen must be applied 30 minutes before sun exposure

Anti-oxidants impede the free radical damage allowing the cells to form regularly. anti-oxidants like Vitamin C, known to stimulate nerve function and the muscles to contract, tighten under the skin and combat free radical scavengers.

Vitamin A (retinol) -reprograms the cell to a healthier and more productive state.

Facials and chemical peels skin care treatment regularly will help to eliminate dead skin cells and boost the skin's immunity level.

Essential fatty acids besides it being a great "brain food", EFA produce lubrication in the skin that water by itself may not always provide.

Facial exercise with exercise you will be able to tone and strengthen the facial muscles so that your face will be sculptured and younger looking

****NOTE—** General information provided is not making medical claims you must consult with your doctor any serious concerns.

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What gives away old looking skin?

- Crepe Skin due loss of Collagen & Elastin
- Fat loss
- Sun spots
- Skin growths: skin tags, freckles,
- Large pores
- Thinning brow hair
- Droopy, jowls and skin
- Eyes: dark circles, puffy eyes, hollow eyes



Options to consider for a more youthful look:

- **CRT**– Collagen Rejuvenation Treatment (microneedle)
 - IPL, Laser, **LED therapy**
 - **Radio Frequency**
 - **Chemical peels** (not necessarily deep)
 - **LED**– light therapy stimulate collagen & elastin
 - **Lymphatic Drainage**: Flush out toxins to healthy skin
 - **Microcurrent**: Facial, neck & eye toning
 - **Skin irregularity treatment** (skin tags and more)
 - **Microblading**– 3D fine brow hair design
 - Wrinkle relaxers (Botulinum) for deep lines
 - Inject fillers: (Collagen, Hyaluronic, Fat) for volume
- (*underlined are offered at Personalized Skin Care)

Important ingredients in skin care:

Scrubs: when used correctly help to manually remove the dead skin to allow other products to penetrate better and allow new cells to function properly.

Retinol: Helps nutrients to penetrate better, retexturizes the skin.

Peptides: The magic building blocks to anti aging

Lipid Barrier repair: to help retain moisture & repair skin

Eye repair: baggy skin, dark circles and crepe skin

Vitamin C antioxidant: protect the skin from pollution

Facials

Signature Facial

- Exfoliation
- Restore
- Nurture: Protect:



Book now

Home Microcurrent

Do It Yourself (DIY) Beauty Device



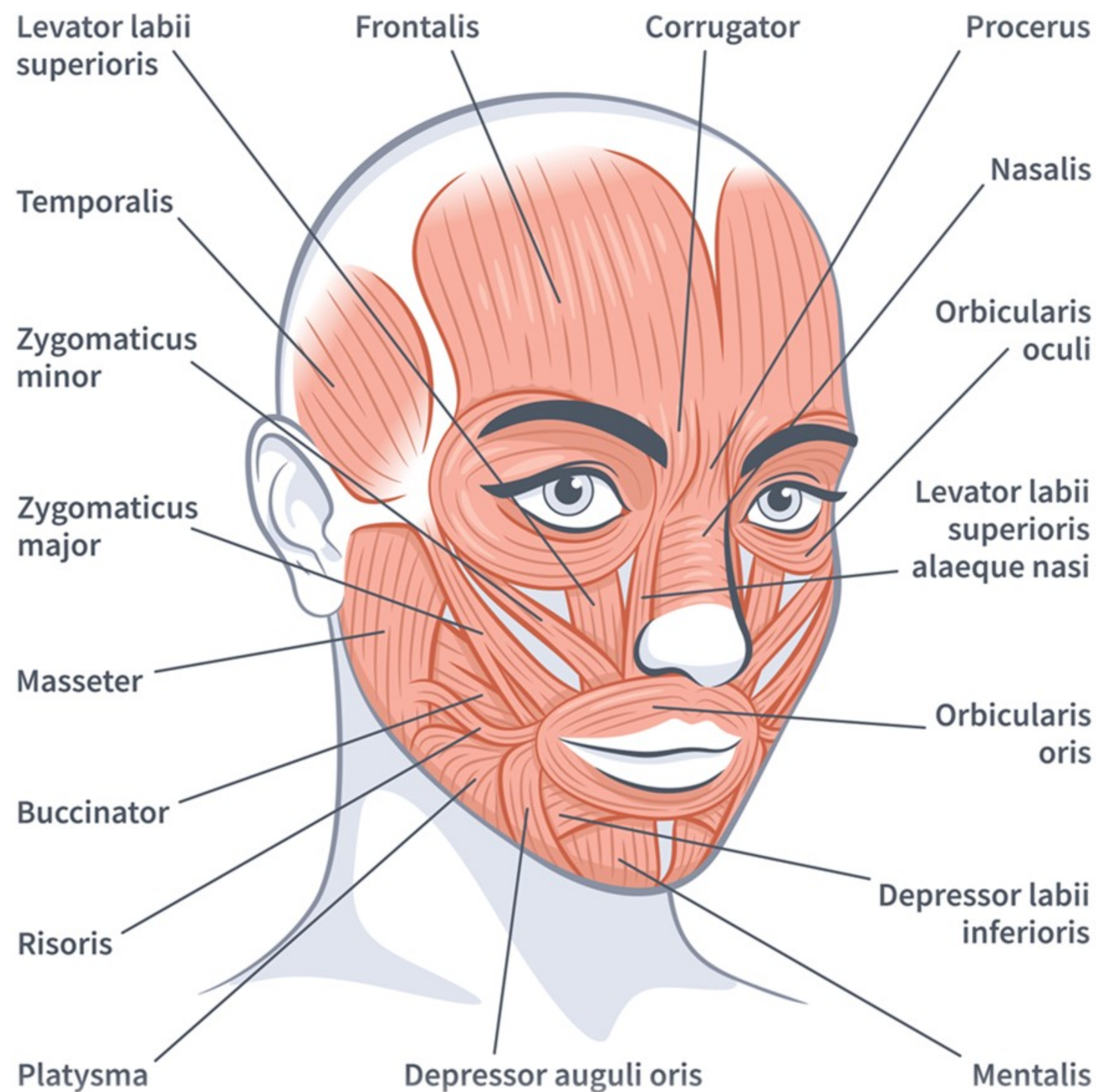
- Rejuvenates aged or patchy trouble spots
- Generate collagen to smooth out wrinkles and fill in lines
- Produce more elastin, giving your skin more elasticity
- Renews your natural glow
- Portable, rechargeable, and safe

Skin Care

Shop for Products



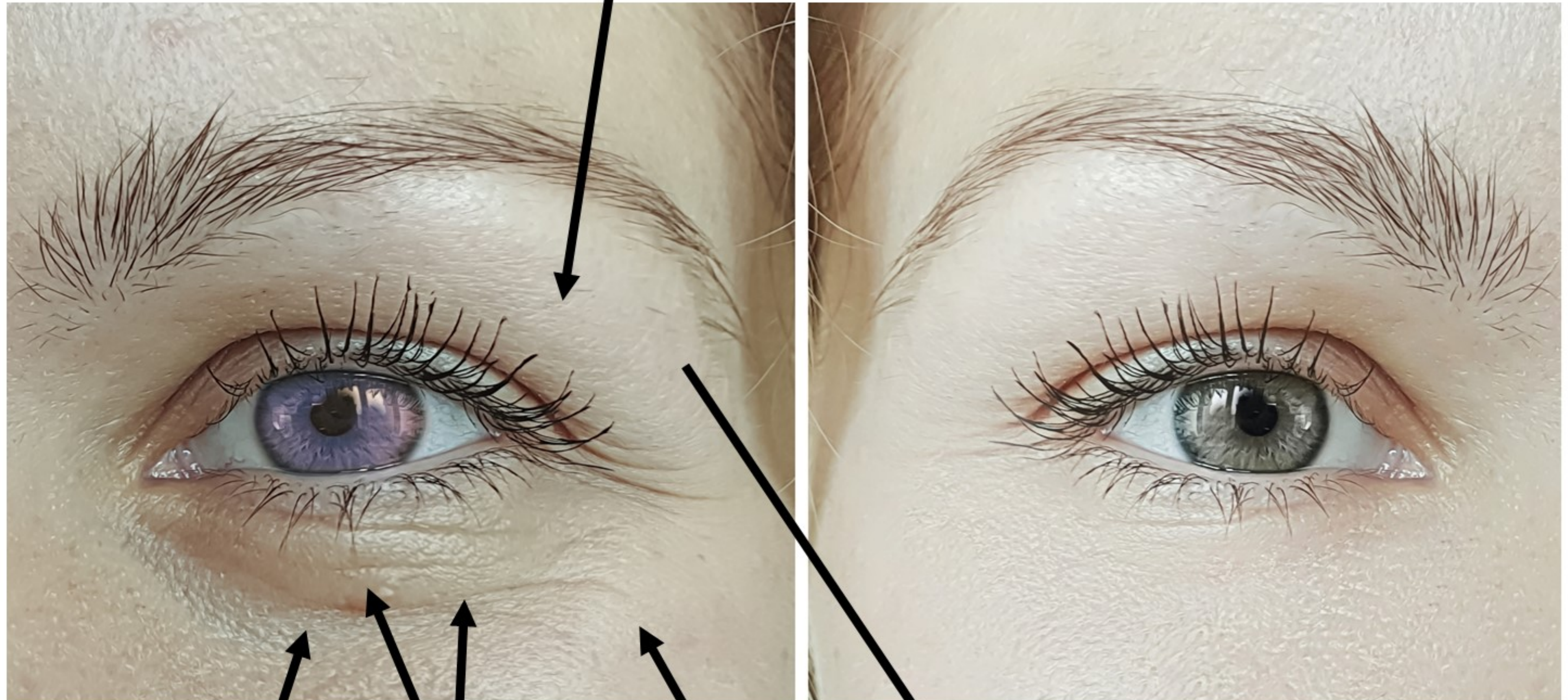
Facial muscles



Just like the body, the muscles of the face need exercise to maintain a youthful structure. Especially the EYES. The eyes are what give away the appearance of tired,



Excess upper eye lid



wrinkles

Crepey skin

Dark circles

Hollows

Puffy eyes

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Hollows: The delicate skin **under** your **eyes** that appear dark, and sunken. Hollow **eyes** are usually just a result of aging, dehydration, or not getting enough sleep or could also be a sign of a medical condition.

Excess upper eye lid: A condition, defined as an excess of skin in the upper or lower eyelid, also known as "baggy eyes."

Dark circles: May be caused by allergies, Oversleeping, extreme fatigue, not sleeping enough, natural aging process, poor circulation, dehydration or could be an underlining medical condi-

Puffy Eyes: Bags puffiness and swelling under eyes, are common with aging. The tissue structures and muscles supporting your eyelids weaken. Normal fat that help support the eyes can then move into the lower part of the face. Fluid also may accumu-

Wrinkles: With aging, the skin becomes thinner, drier, less elastic and more vulnerable. This leads to wrinkles, creases, and lines on the skin. It loses elasticity and collagen. Causes may be sun exposure, smoking, dehydration, some medication, environmental factors and facial expressions, such as smiling, frowning,

Brows: brows have the ability to give proportion to our face, enhance our features and frame our eyes beautifully. Low and heavy brows can make the face look tired or sad, high and arched can make you look stern, too fair and it can lack the definition

Crepey skin may be a result from aging, a lack of moisture, excessive weight loss, or any combination of these. The UV light in the sun's rays break down collagen and elastin in skin that help it stay tight and wrinkle-free. Other factors include pollution, stress and smoking. As skin ages, less collagen, elastin and oil is produced.



Eye Exercises

Initial: Perform 2 times a day for 2 weeks

Maintenance: 3 times a week

“Fit them as they best feel right”

Exercise #1

using ring finger & middle finger to tap around eyes including brows

Exercise #2

Pinch brows lightly



Exercise #3

Move eye in circles, and draw figure 8's

Exercise #4

Anchor the corner of the eyes, squint lightly

Exercise #5

Open and close eyes widely

Go to videos for demos on face exercises: These are Lorena's favorites.



<https://personalizedskincareresolution.com/exercisesfacelifting/>