

SENSITIVE SKIN



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THE 5 REASONS WHY YOU ARE
SUFFERING FROM SENSITIVE SKIN



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LEARN HOW TO CALM INFLAMMATION + ACHIEVE RESULTS LIKE NEVER BEFORE

Help is here...

Discover the reasons behind your reactive skin and learn how easy it is to soothe and calm your sensitivity, fast.

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THE 5 REASONS WHY YOU ARE SUFFERING FROM SENSITIVE SKIN

**01 SENSITIVE OR
REACTIVE?**

02 ENVIRONMENT

03 INGREDIENT NO NO'S

**04 HELP ME
DESENSITISE NOW!**

**05 LEAVE IT TO THE
PROFESSIONALS**

01 SENSITIVE OR REACTIVE?

Knowing the difference between a sensitive, reactive and a sensitised skin will empower you with the knowledge of how to care for it.

"IF NOT NOW...
THEN WHEN?"



AM I SENSITIVE OR REACTIVE?

There is a difference! A true sensitive skin is a rare skin type that you are born with and only affects a small percentage of our population. These skins have reactions to just about anything and will need to be managed throughout life. Whereas, any skin can become reactive when its natural barrier is damaged from exposure to incorrect skincare, treatments and harsh environmental elements to name a few and can be quickly restored by simply addressing the cause of the reaction. Both sensitive and reactive skins can be nurtured with the right TLC.

WHAT IS A BARRIER?

Your skin has a natural protective barrier, which protects both superficial and deep skin layers. When it becomes impaired it is no longer able to provide enough protection. Because your skin is now dehydrated, dry and sensitised your skin begins to react to any exposure of external elements and skincare in a way it wouldn't normally.

HOW TO CREATE A BARRIER

Your skin's barrier consists of oil and dead skin. To rebuild a healthy barrier, introducing products into your skincare routine to mimic this barrier will provide the protection it needs. This barrier will give your skin a chance to restore healthy moisture levels through its layers, for strong healthy skin.

02 ENVIRONMENT

The environment and its elements wreak havoc on our skin, especially skins that are already affected by sensitivity or have become reactive.

SEASONAL CHANGES

Living in Australia we are exposed to many seasonal changes from the heat and humidity, to the wind and cold. These everchanging conditions play a huge role in the way your skin responds and behaves, often tipping it into a state of reactivity. Adapting your skincare seasonally will specifically protect it against individual elements that come with it. For example, a heavier moisturiser in winter when your skin produces less oil and a lighter serum in summer when it has an abundance.

HEATING + COOLING

Central heating and air conditioning can have a drying effect on your skin. They reduce the moisture in your environment as well as your skin, resulting in dehydration and dryness. This leads to a depleted barrier that can inflame sensitivity or make the skin reactive when it wouldn't otherwise be. Protect against dehydration and dryness by adding a layer of moisturiser or hyaluronic acid serum when exposed to these drying conditions.

POLLUTION

There are a lot of pollutants that trigger your skin to become sensitive or reactive and you are often unaware of having any contact with them. The main pollutants that effect your skin are either environmental, ingested or come from your own home. Being aware of, and limiting your skins exposure to pollutants will help you avoid impairing your barrier. Detoxify, rebalance and strengthen your skins barrier with the correct skincare to fight pollution damage.



03 INGREDIENT NO NO'S

Many products contain ingredients that create unhappy skin. Flaking, cracked, inflamed skin can be really difficult to treat but with a few simple changes, your skin can be happy again.

COSMECEUTICAL VS COSMETICS

Sensitive and reactive skins tend to stress and react easily. Ensuring you are using the right formulation of ingredients that calm, de-sensitise and rebalance your skin correctly is paramount in breaking the cycle of sensitivity. Cosmeceuticals are specially engineered to deliver superior results compared to regular cosmetic products, they have active ingredients that penetrate deep into the skins layers, without irritation to address specific concerns. Although, cosmetics may appear to have beneficial ingredients, their lack of active ingredients in the correct formulations outweighs any benefit and often causes irritation.

NASTY HIDDEN INGREDIENTS

Not all skincare products are formulated with your skin in mind. Many cosmetics, and even some cosmeceuticals, contain sensitising fragrances, colours, parabens, surfactants and alcohols which add to their shelf life, make them smell nice and feel luxurious. Unfortunately, when you suffer from sensitivity, these additives can cause irritation to your delicate skin and almost always will cause reactive flare-ups.

CONTACT DERMATITIS

Contact Dermatitis is an inflammatory response in your skin which can be triggered by the continual direct contact with a substance. This allergic reaction presents as a red, itchy, swollen and uncomfortable rash. There are many contributing factors that kick-start these reactions and often we don't realise how it ever started. Common irritants may include plants, cleaning products, soaps, cosmetic skincare and makeup often containing fragrances and perfumes.



"TRANSFORM YOUR
SKIN TODAY."

04 HELP ME DESENSITISE NOW!

Skin changes regularly throughout the different seasons and stages in your life, and it's more important than you think to stay up to date with your skin's needs throughout them to keep it healthy, happy and calm.

REBUILD YOUR BARRIER

Stimulate your skin's natural barrier function to reduce redness, inflammation and irritation by increasing the use of moisturisers and emollient creams rich in ceramides, essential fatty acids and skin loving oils. Once your barrier has been fully restored and functions normally, it will be able to tolerate in-clinic treatments and cosmeceutical skincare ensuring strong, healthy and happy skin through every season.

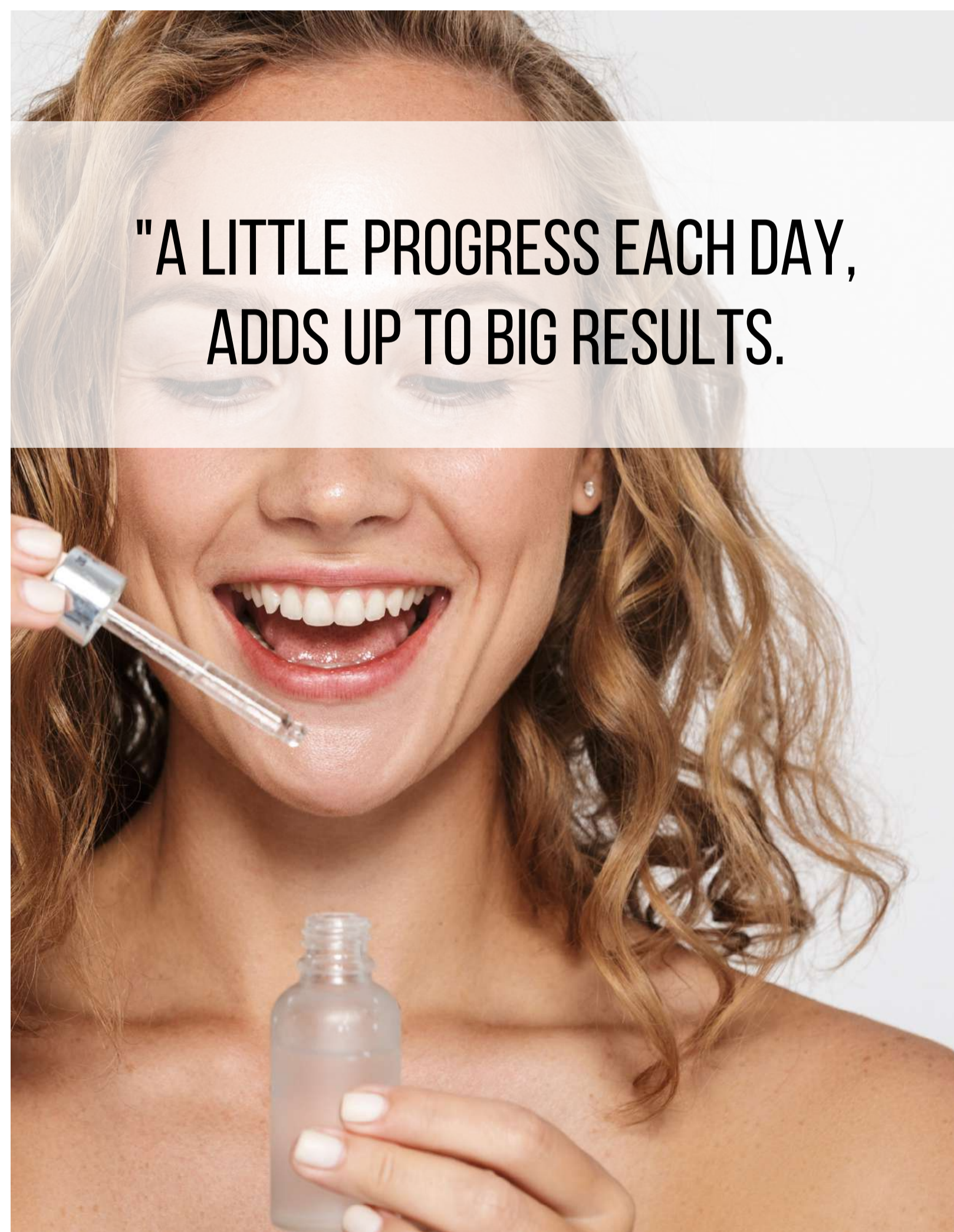
BOOST SKIN IMMUNITY

Boost your skin's immunity and calm inflammation caused by daily skin stressors. We rapidly rebuild sensitive and reactive skin's with our specially formulated cosmeceutical serums that contain vitamin B, vitamin C and supercharged antioxidants. These miracle ingredients reduce stress within your skin, boost its energy levels and repair damaged tissue for optimal health.

FUTURE PROOF YOUR SKIN

Now that your skin is strong and healthy it's time to future proof it with a correctly formulated vitamin A serum. But beware, not all vitamin A's are created equal and in the wrong formulation will cause unwanted irritation. Vitamin A repairs damaged skin cells and regenerates healthy strong ones to detoxify, brighten and smooth your skin. For best results start on a low dose to gently build up tolerance, your skin will let you know if it's too much, too fast and *always* listen to your skin!

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"A LITTLE PROGRESS EACH DAY,
ADDS UP TO BIG RESULTS."

05 LEAVE IT TO THE PROFESSIONALS

Seeking our professional advice will help you discover the cause of your reactive skin so that we can desensitise and strengthen your sensitivity.

"YOUR BEST SKIN EVER STARTS HERE.

STILL FEELING STRESSED

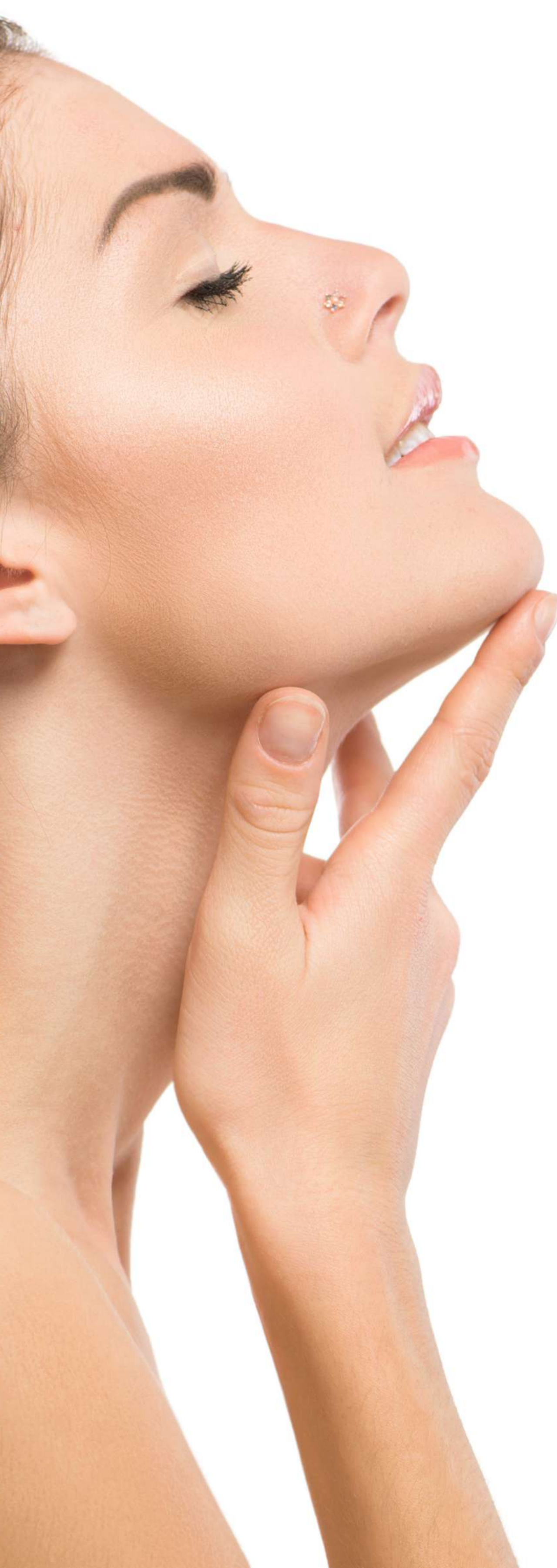
When you are feeling stressed and frustrated with your constantly sensitive and reactive skin, it's time to come in for a Discovery Facial. Feel at ease with the help and guidance from our skin experts as we transform your skin.

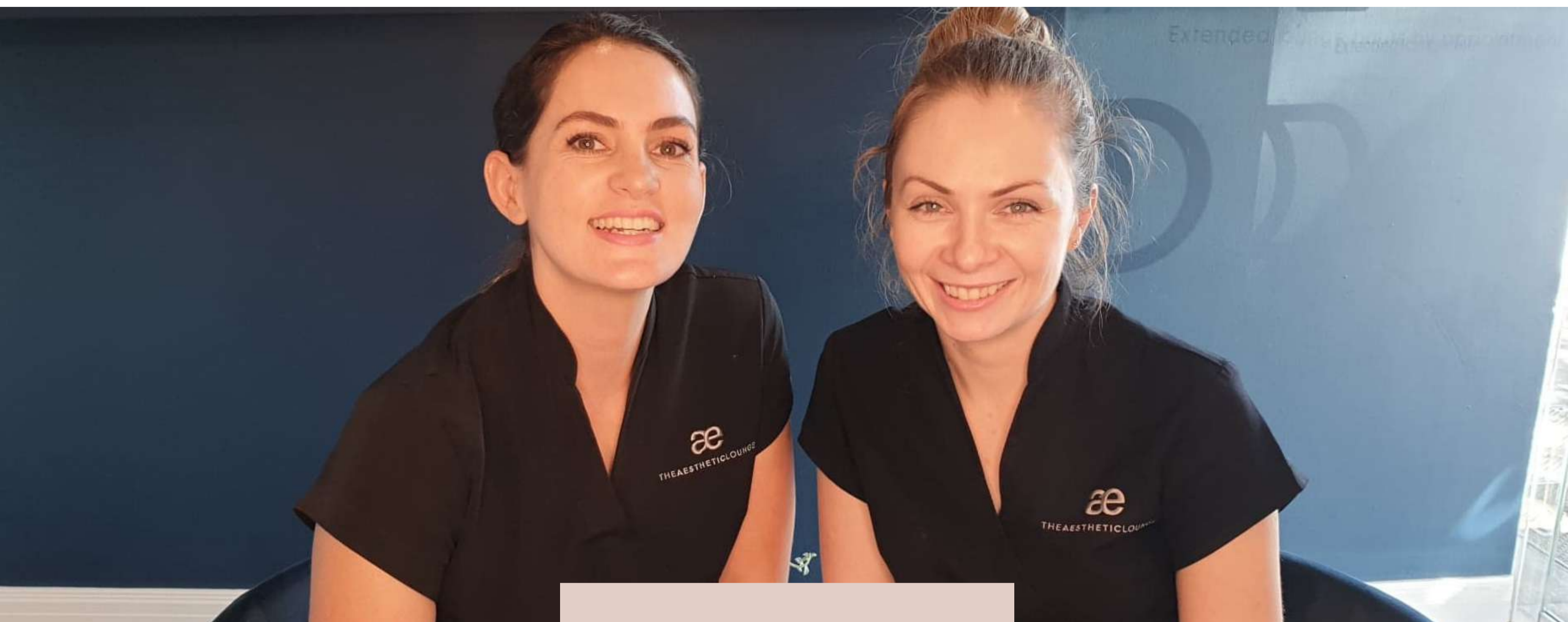
CABINET OF PRODUCT

Have you got a cabinet full of "sensitive skin" products yet you still have sensitive skin and no matter how much of these product you use it's just as reactive and irritated as ever? Put down your cosmetic products and get ready to start cosmeceuticals for life changing results.

HOW WE CAN HELP YOU

Our skin experts are specifically qualified and trained in skin science, allowing us to safely and effectively treat inflamed, reactive and sensitive skin concerns. This passion for all things skin creates amazing transformations you need to see to believe.





We help people transform their skin.

WITH OVER 40 YEARS OF EXPERIENCE, LANA AND YASMINE UNDERSTAND SKIN AND HOW TO SAFELY CREATE LIFE CHANGING TRANSFORMATIONS. THE FOUNDATION TO ACHIEVE THIS COMES FROM A MULTILAYERED APPROACH. STARTING WITH A CONSULTATION OUR PASSIONATE SKIN EXPERTS WILL GUIDE YOU THROUGH A TAILORED JOURNEY TO SKIN PERFECTION.

CALL US NOW

MENTION THIS E-BOOK AND WE WILL REDEEM YOUR SKIN CONSULTATION FEE ON OUR LIFE CHANGING SKINCARE.

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