

A GUIDE TO TAKING CARE OF YOUR SENSITIVE SKIN

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Is your skin fine-textured or thin? Do you react quickly to hot and cold temperatures? Does your skin get sunburned and windburned easily? Does your skin feel dry or delicate to the touch? Is your skin prone to allergic reactions such as rashes, redness, blotches and irritation? If you answered yes to two or more of these questions, you probably have sensitive skin.

You are not alone if you have sensitive skin. More than half of women today feel they have sensitive skin and almost forty percent of men think that they have skin which is easily irritated in a variety of situations. Since the skin is your body's largest organ, with approximately 19 million skin cells on every square inch of skin, sensitive skin needs special care so that you are not uncomfortable. There are many ways to keep sensitive skin looking and feeling its best during every season and in all conditions.

First of all, sensitive skin is a condition, rather than an actual skin type. It is important to recognize your basic skin type, as well as the fact that your skin is sensitive. An easy way to find out what type of skin you have is to cleanse your face, wait for an hour and then take a tissue and wipe your forehead, nose, cheeks and chin. If the tissue picks up oily residue from all these areas, you have oily skin; if it picks up oil only from the forehead, nose and chin (T-zone), you have combination skin; if it picks up dry, flaky skin, you have dry skin; and if you do not find oil or flakes, you have normal skin. Beyond your basic skin type, you may also have sensitive skin. Although sensitive skin is often dry, any type of skin can be sensitive.

No matter what type of skin you have, cleansing and moisturizing twice a day is an important part of having healthy, attractive skin. When you have sensitive skin, it is important to choose suitable products for your skin type that are good for sensitive skin as well. Cleansers, detergents, cosmetics and alcohol-based external products can make sensitive skin red, dry, itchy, blotchy and even reveal surface veins. Anti-bacterial products can also be irritating to

sensitive skin and should be avoided. The most favorable type of products to use on your skin are fragrance-free and non-comedogenic (do not clog your pores), with a sunscreen of SPF 15 or higher. Before using any product, it is wise to test it on the inside of your wrist to see if your skin has any reaction to it. Always choose mild cleansers and use a soft, clean towel on sensitive skin, preferably one made of natural fibers.

Sometimes your skin may feel tight or tingly and reacts to physical stress. For example, shaving can make sensitive skin look red and irritated. To avoid razor burn, make sure your shaver blades are always clean and sharp. Use a moisturizing shaving cream before shaving, rinse completely after shaving and dry your skin thoroughly. Apply a moisturizer after shaving to soothe sensitive skin.

The weather also takes its toll on sensitive skin. Protect your face and eyes by wearing a hat and sunglasses in the sun. Always use a sunscreen with an SPF 15 or more. If you are gardening, use gloves to protect the skin on your hands. As the cold weather comes in, our skin loses essential moisture and gloves protect your hands from dryness, blistering and cracking.

When the weather requires heavier clothing, beware of synthetic fabrics that do not breathe or clothing that is tight and binding. Choose clothing that fits well with room to move around, made of natural fabrics such as cotton or silk. Wool can also be a good choice unless you find it personally irritating to your skin. Remove those bothersome tags inside your clothes that can chafe your skin. If you are going to be outdoors for an extended period of time, spray your clothing with insect repellent to drive the bugs away without putting a potential irritant directly on your skin.

Natural remedies can help to heal your sensitive skin, too. Treatments that incorporate rose, jasmine, carrot, almond, sesame, calendula and jojoba are effective and usually non-irritating. Other essential oils that are beneficial for sensitive skin include chamomile, lavender and sandalwood.

There are basic natural ingredients that have been used to soothe sensitive skin for centuries - milk and aloe vera. These two substances, although quite common, have incredible properties for healing the skin.

Milk contains Vitamins A and D, which help to make your skin soft and yet strong. Further, the lactic acid in milk has natural beta hydroxy acids which exfoliate and soothe your skin. The natural ingredients found in milk improve the appearance and condition of your skin. As milk eliminates dead skin cells from the surface of your skin, it adds essential moisture.

The aloe vera plant is a high-sulfur member of the garlic family. There are over two hundred scientific research papers in existence today that outline the therapeutic benefits of aloe. Although aloe is ninety-nine percent water, it also has more than two hundred active nutrients and elements that support good health. Studies confirm that aloe vera heals the skin with its anti-inflammatory properties, burn healing capabilities and ability to decrease the effects of scars and wounds. Another benefit of aloe is that is that allergies to it are extremely rare.

The past decade has seen a great increase in the amount of products that claim to be developed for sensitive skin. According to the New York Times, sales of products made for sensitive skin have soared thirteen percent since 2000. Sales of such products in the United States average 900 million dollars each year. With such a vast variety of products available on the market today, what products actually work well for sensitive skin?

Verattiva has created a unique natural skin care line that combines the healing properties of two powerful ingredients we just talked about – milk and aloe. Verattiva is the first line of skin care products to scientifically combine the centuries-old secrets of pure aloe vera with probiotics from milk enzymes. The active milk enzymes actually increase the benefits of aloe vera, resulting in a superior product for sensitive skin.

Idraloe™ is the the revolutionary hydrating, anti-aging complex from organically farmed aloe vera gel that is used in Verattiva products. Verattiva also contains **Probiofactor™**, which uses the probiotic lactobacilli from milk to rebalance physiological functions of the skin and make it youthful-looking, elastic and well-toned. The combination of these two unique ingredients makes Verattiva products ideal to use for your cleansing and moisturizing routine twice a day. You can start by washing your face with the **Purifying Cleansing Milk** by Verattiva, a rich, light lotion that has been specifically designed to cleanse the skin deeply and yet gently. If you prefer a soap product, the **Delicate Face Cleansing Soap** by Verattiva is formulated especially for the

daily hygiene of sensitive skin.

After cleansing your sensitive skin, use a toner to remove any remaining residue. The [Face Tonic Rinse and Refresher](#) by Verattiva cleanses your skin before you apply moisturizer and makes it ready to receive vital moisture. When you wash your face in the morning, a lighter moisturizer is preferable. The [Daily Revitalizing Protective Face Treatment](#) by Verattiva is a high-tech skin care solution that improves the elasticity and hydration of your skin so it always looks its best.

In the evening, cleanse your skin again with the gentle cleanser and apply toner to remove any remaining residue. Then, select a heavier moisturizer to replenish essential moisture lost during the day. The [Nutrifying-Regenerating Night Face Treatment](#) by Verattiva is formulated to act overnight to reset the skin's physiological balance by providing important nutrients.

For special needs at night, you can try the [Anti-Aging and Stiffening Face Treatment](#) by Verattiva. This innovative product acts as a tonic and stiffens skin to inhibit signs of aging. Also, to make the extraordinarily sensitive skin around your eyes look and feel better, try using the [Eye Care Serum](#) by Verattiva. The Eye Care Serum has been specifically formulated to reduce imperfections that occur in the delicate area under your eyes, such as dark circles and the dreaded "bags".

Whether your sensitive skin is dry, normal, oily or combination, you should apply a mask once or twice every week to remove dead, irritating skin cells. The [Purifying Peel-Off Mask](#) by Verattiva has been specifically formulated to trigger the skin's active functions, forming an inert film that is then removed to eliminate facial impurities that could irritate sensitive skin.

There are other helpful ways to care for your sensitive skin. Water is an important part of keeping your body and skin healthy. Using a humidifier in your home can improve the condition of parched skin by keeping the surface hydrated. Drinking at least six to eight glasses of water per day keeps your skin and entire body properly hydrated.

Make sure to eat a healthy, well-balanced diet that is rich in vitamins A, B5 and C to support healthy skin and overall body fitness. Engage in a regular fitness routine to aid your

circulation, which is beneficial to your skin.

The American Academy of Dermatology recommends that people with sensitive skin avoid products that contain solvents that are easily absorbed into your skin, such as ethanol and propylene glycol. Carefully monitoring ingredients that bother your skin is a wise way to keep sensitive skin clear and healthy.

You can also soothe the skin all over your body with an old-fashioned milk bath. Simply pour a couple of cups of warm milk into your bath and relax. You can even use powdered milk as a substitute. Soaking in a milky bath like Cleopatra will make your sensitive skin supple and smooth – if you add a couple of drops of almond oil, it smells delicious.

For healthy, smooth and attractive skin, try using [Verattiva products](#) enriched with Idraloe™ and Probiofactor™. Your sensitive skin will look and feel wonderful!