



MEN'S SKIN CARE

B O N U S

EAS!QUE

SKIN CARE ROUTINE

C H E C K L I S T

- Shave with the grain (AM)
- Face wash (AM)
- Shower with moderate or cold water (AM)
- Moisturize (AM)
- Use eye cream (any time)
- Drink 8 glasses of water (all day)
- Sweat out 20-30 minutes (any time)
- Face wash (PM)
- Moisturize (PM)
- Apply lip balm (before bed)
- Get your sleep (7-9 hours)
- Exfoliate (1-2 times a week)

MISTAKE #1

Using Soap On Your Face

Doesn't matter what people say, you should never, ever apply soap on your face.

Here's why:

Soap Dries Out Your Skin

Soap strips away the natural oils and makes your skin dry and tight. Even if your skin is overly oily, it will wash off your oils and stimulate your skin to produce more oil.

Instead, use a face wash. Using soap is like washing your face with dishwasher liquid or detergent.

Soap Disturbs the pH Balance of Skin

Your skin is made up of an acidic mantle, i.e., its pH level is generally around 4 and 6.5. On the other side, soaps are extremely alkaline (pH more than 7) and they mess up the pH balance. This leads to making your skin condition worse.

Soaps Are Made for The Rest of the Body, Not Face

The skin on the face is more sensitive than the skin on the rest of the body. Using soap on your body is fine, but they may be too harsh to use on the face.

If you still want to use soap, look for the ones that contain mild detergents, are free of colors, fragrance, and their pH level is closer to that of the skin.

Otherwise, **invest in a good face wash product.**



MISTAKE #2

Using Fairness Creams

A large chunk of people is obsessed with the fairness of their skin.

They spend hours in front of the TV to watch the advertisements of fairness creams that promises to "make your skin fair in 14 days".

The companies hook the public by lucrative advertisements in which celebrities give the guarantee of the products.

The claim that these steroid based creams makes your skin fairer is absolutely false.

Scientists say, there is no cream or product that can change the natural color and complexion of skin.

What they actually do is make it even worse.

The steroids are originally used to treat acne problems. After a few times of using the cream, acne disappears and skin looks fairer.

When used more than that, without any consultation or prescription, these steroids make the skin lighter and thinner.

They ultimately cause burns, dark patches, facial damage, etc., when misused.

Harmful effects of steroid based facial creams:

- Allergy
- Itching
- Pimples
- Dry skin
- Skin cancer
- Photo-sensitivity

Important: These products can only do one thing is harm, other than nothing at all.

Embrace what you have and focus on making your skin healthier.

Now, What Next?

1

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