



[ DESIGNED BY DOCTORS SPECIALISING IN DERMATOLOGY ]

Timeless. Effective. Refined.

## Skin Care Tips for Men

Questions answered by Dr Nina Wines, the Dermatologist behind SKINN

### 1. Difference between Men and Women's Skin.

The key difference between men and women's skin is that men shave. Shaving damages the stratum corneum, reducing skin barrier function and skin hydration. Shaving reduces NMF (natural moisturising factors) and protective lipid content making the skin feel tight and dry. Shaving also causes micro (non-visible) and macro (visible) cuts and abrasions. Scientific research indicates that men stay out in the sun longer, experience more sunburns and use fewer sun protective measures than women and as such are more vulnerable to photodamage. Men's skin requires high quantities of humectants, NMF, anti-inflammatory agents and antioxidants than women's skin. Men's facial skin has more terminal hair, sebaceous glands and is more prone to breakouts and men often have a higher population of yeast on their skin increasing the potential incidence of seborrhoeic dermatitis (red, dry flaky skin).

SKINN International Pty Ltd is a creator of dermaceuticals for men. All products are engineered from an innovative collaboration of a biochemist and dermatologist. SKINN products contain a powerful combination of pharmaceutical grade ingredients specifically formulated for the male complexion. Dermatologists have long recognised that men's skin is different to their female counterparts. Through the use of sound scientific knowledge and leading technology our Australian laboratories have produced superior performing products and professional treatments of the highest quality specifically for men. SKINN is a leader in technological skin care for men and is committed to improving the long term health of men's skin. SKINN is not just about elegant packaging and timeless design, but is primarily about its ingredients, their combinations and concentrations. SKINN products contain active ingredients with proven results that have been selected, trialled and tested. SKINN is based on medical and scientific facts.

### 2. If one product, which one?

In a recent American Academy of Dermatology poll, 97 percent of men reported that they shave. Of those, 78 percent said that their skin gets irritated from shaving. As discussed above shaving causes a host of skin problems for men including razor rash, bumps and drying of the skin. Traditional shaving products such as soaps, gels, oils and foams are damaging to the skin and it is important to change the culture away from these agents towards creams and ointments.

Generally, men start with using a shave product followed immediately by application of a moisturizer. **SKINN Total Shave** which is soap free and contains coconut oil to help razor glide ensures a smooth shave while applying **SKINN Daily Moisture** afterwards ensures that the skin is provided with natural moisturising factors to prevent razor rash.



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### 3. What are the causes (besides lack of skincare) for their problems? Eg. Smoking, alcohol...

In men with a tendency toward razor bumps, ingrown hairs and similar problems, the beard hairs are often cut too short during shaving. Men with curly hair have curved beard hair shafts. After a very close shave, the pointed hair may curl back into the skin, and it may pierce the wall of the hair follicle, causing a reaction resulting in bumps called "pseudofolliculitis barbae." In order to minimize shaving-related problems, the key points to shaving are:

- Shaving in the direction that the hairs lie in
- Avoiding repeating strokes
- Keeping the skin relaxed while shaving, and
- Changing the razor blade at least once a week (every 3<sup>rd</sup> day recommended).

### 4. If men suffer from more problematic skin, why aren't they doing anything about it?

In the past, men have felt intimidated about buying products at the counter of a department store which are so often female oriented. Skin care was considered the realm of females, and men didn't want to feel feminine. Men then started learning more about products and became educated about the benefits by way of their girlfriends, wives and partners. Countless men were using products (often their partners') in the privacy of their home. Thankfully, the "skin care is for women" movement is over and men are now interested in taking better care of their skin. The over-hyped rise of the "metrosexual" was most likely nothing more than a reflection on the changing preferences and attitudes of men. This may explain why men's skin care is one of the fastest growing sectors in personal care. The market and cultural attitudes are changing. Advertisements for male skin care products are exploding, and these no longer focus on shaving, but a shift to anti-aging messages. The sophisticated, well groomed stylish man (eg James Bond) is now in vogue. Perfect skin is considered essential for an overall groomed appearance.

Market research indicates that men want products that work. They are not only interested in everyday shaving and face care products, but are also interested in preserving a youthful skin texture. They want non-greasy products, that don't cause facial shine. They are keen on high-tech products that are multifunctional like SKINN as they are simple to use and give confidence that they will get results. Men hate sampling products... they just want to get on with it. Once they find a brand they like, they will stick to it.

### 5. Easy steps to Perfect Skin

- **CARE FOR YOUR SKIN EACH DAY:** Make skin care a regular part of your day. Use a cleanser that doubles up as a shave cream in the morning. After shaving immediately apply a high quality moisturizer designed specifically for men. At night, cleanse again and then apply a repairing moisturizer.
- **SHAVE:** Try and warm the skin before shaving. Shave in the direction of hair growth and change your blade every 2 or 3 days
- **SUNSCREEN:** you've heard it all before, but you probably don't like to use it. Skin cancer is at epidemic levels in men. Apply sunscreen 20 min before going out in the sun, then reapply every 2 hours.
- **LIPS, EARS and SCALP:** a key mistake is to forget to care for your lips, ears and scalp. Remember to protect these as well. It's sensible to carry around a lip balm with SPF in it.
- **HAT:** baseball hats might look cool, but they don't cut it in terms of sunprotection. Try one with a wider brim...
- **GET YOUR SKIN CHECKED REGULARLY** early detection of cancer is the key



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## 6. How many items are there in SKINN. What's it most famous for? How much better is it than using supermarket brands?

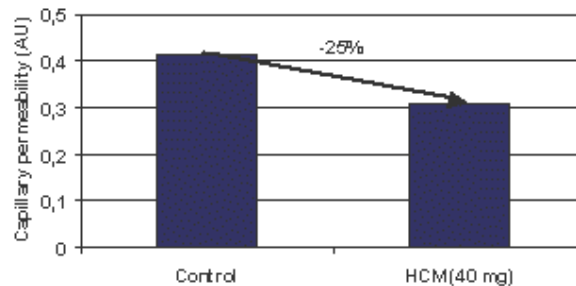
There are 6 core products to the retail range. TOTAL SHAVE, FACE SCRUB, FATIGUE RESCUE, DAILY MOISTURE, EYE CREAM and HAIR WAX. There are 7 products to the Professional Range. SKINN products are award winning dermaceuticals engineered exclusively for men by dermatologists (men want their own range, not a brand that is associated with females). SKINN products are not just about elegant packaging and sophisticated design, but are primarily about ingredients and their concentration. All products are solution orientated, containing a powerful prescription of active ingredients that produce results. They are multifunctional, simple, non complicated and effective. New product development is supported by ongoing scientific research; all products are compounded, tested and manufactured in state of the art laboratories. What they DO NOT contain is as unique as what they contain: all products are FREE OF IRRITATING AGENTS such as parabens, chlorocresol or lanolin and are suitable for all skin types, particularly those vulnerable to irritation (such as Asian skin). All products undergo quadruple testing during manufacturing to ensure utmost quality of products and have been approved by multiple health regulatory authorities around the world.

## 7. Any notable ingredients/breakthrough technologies?

The most notable ingredients are MATRIXYL, MYOXINOL and HESPERIDIN, amongst other antioxidants (green tea extracts, grape seed oil), natural moisturising factors (sodium hyaluronate, jojoba oil) and anti-inflammatory agents (aloe barbadensis, allantoin, witch hazel).

### Hesperidin in SKINN Eye Cream

- |                 |   |
|-----------------|---|
| <b>Function</b> | <ul style="list-style-type: none"><li>• Reduces dark circles and periorbital puffiness</li><li>• Anti-inflammatory</li></ul>  |
| <b>Action</b>   | <ul style="list-style-type: none"><li>• Mild Antioxidant activity</li><li>• Bioflavonoid found in lemons and oranges</li><li>• Hesperidin Methyl Chalcon the most active element</li><li>• Reduces capillary leakiness</li><li>• Reduces the secretion of inflammatory agents</li></ul> |
| <b>Evidence</b> | <ul style="list-style-type: none"><li>• Evaluation of Hesperidin Methyl Chalcon on fragility of capillaries</li></ul>   |



- This graph tracks capillary permeability
- Results compiled in clinical evaluation of French patented ingredient containing Hesperidin Methyl Chalcon



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### Matrixyl in SKINN Eye Cream

#### Function

- Steadily diminishes the appearance of wrinkles by helping to restore the dermal matrix.

#### Action

- Matrixyl 3000 is a complex of 2 peptides or "matrikines": **Palmitoyl Pentapeptide and Palmitoyl Tetrapeptide**. Both components have different anti-aging effects, but in combination work synergistically.
- **Palmitoyl Pentapeptide**: stimulates growth of collagen, elastin and hyaluronic acid to fill wrinkles naturally from within
- **Palmitoyl Tetrapeptide** : inhibits and reverses glycation damage thus preventing sagging and loss of youthful contours
- Results visible after 4 weeks of diligent application
- Results continue to improve with long term application

### Myoxinol in SKINN Fatigue Rescue

#### Function

- Natural alternative to **botulinum toxin**
- Inhibits muscle contraction, thus reducing wrinkle formation
- Scientifically demonstrated to have anti-oxidant activity

#### Action

- Patented complex of oligopeptides obtained by biotransformation of native proteins from the seeds of Hibiscus esculentus L. (okra)
- Proven to reduce muscle contraction

## 8. What's your take on soap-and-water men?

Soap contains surfactants that allow oil and water to mix. The more surfactant, the better the soap is at removing oil. However, too much surfactant can be harsh on skin, especially dry skin. Healthy skin has a pH of about 5.6 to 5.8 on a scale from 0 to 14, but most soaps has a pH between 9 and 10, which is harsh. Men shave which dries the skin and removes important layers. Many soaps contain lards or fats that can block pores. In a controlled study, the number of pimples increased among the group using conventional soap, rather than a soap free "cleansing bar".



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## 9. How is Caucasian male skin different from Asian males?

Although there is a lack of scientific data to support the hypothesis that skin of different ethnic origins is somehow physiologically different, many physicians and consumers believe a difference exists. The key differences are as follows:

- A. **Inherited level of pigmentation.** Asians are usually born with more pigment cells called melanocytes. These cells produce melanin which shields the skin from the damaging effects of the sun. Hence, Asians are slightly less susceptible to premature ageing characterized by fine lines, wrinkles, and uneven skin tones. Fine lines, wrinkles and overall sun damage (photodamage) is worse in Caucasians.
- B. **Uneven skin tone and hyper pigmentation are more severe in Asian skin:** Unfortunately there is a down side to having inherited more melanocytes. Whenever the skin gets inflamed (e.g. a pimple, razor rash or shavings bump) the skin responds by producing more pigment. We call this post-inflammatory hyper pigmentation. This staining of the skin can take 6-12 months to resolve following an inflammatory insult creating uneven skin tone.
- C. **Redness (erythema) on the face is significantly higher in the Caucasian group compared to the other ethnicities.** Studies indicate that Caucasian skin is more inclined to be red than Asian skin...
- D. **Asians have a higher incidence of atopic dermatitis:** the word eczema and dermatitis mean the same thing- just skin inflammation. Dermatitis makes the skin inflamed and itchy. Atopic dermatitis is a type of skin inflammation that is inherited. People with atopic dermatitis have more sensitive skin and are more likely to experience irritant contact dermatitis from the use of cosmetic products.

## 10. "Ditch glycolic and think LACTIC for facial peels"

- It is gentler and less irritating than glycolic acid
- It is more effective because it penetrates the fat of the skin better
- It is the only alpha hydroxyl acid that is **naturally** occurring in the skin
- Lactic acid increases **natural moisture factor** (NMF) content of the skin
- Lactic acid is both a chemical exfoliant AND a hydrating agent
- Lactic acid stimulates production of cells from the basal (bottom) layer of the skin resulting in firmer texture of the skin
- Benefits of chemical peels:

### **Immediate**

1. Decongests the epidermis improves the appearance of dull lifeless skin
2. Hydrates the skin by increasing natural moisturising factors (NMFs)

### **Long Term (when done weekly)**

Peels have an effect on the deeper dermal layers leading to collagen and elastin regeneration thus improving:

1. Fine lines and superficial wrinkles (Collagen and elastin regenerate)
2. Brown spots
3. Stabilising oily or acne-prone skin (mild to moderate acne only)
4. Skin tone
5. Irregular pigmentation.
6. Ingrown hair formation