



Mediterranean/
Japanese Skin
Care
Techniques
The Basics



One of the major philosophies of skin care that Profiling Beauty follows is a type that we classify as the Mediterranean/Japanese Skin Care technique (you may also see us refer to it as the Mediterranean Skin Care Technique—the two terms are used interchangeably).

Previously most people approached skin care with methods we collectively call Northern European Skin Care techniques. In these methods, great care is taken to “deep clean” the skin. Brushes, harsh detergents, and alcohol based products were used to achieve this goal.

Many people who use this method soon found that their skin was in much worse shape than it was before they started. There may be an increase in skin oil, an increase in blackheads, pimples and other skin blemishes. And over time, skin starts to thicken and lose its elasticity. As we age, the thickening and dulling of the skin will decrease, and the skin will start to thin out, but the elasticity is usually gone for good.

Another tenet of the Northern European Skin Care method is the idea that youthfulness can be attained by “Resurfacing the Skin.” The basic idea is that the outer layer of the skin is what shows the age and removing that outer layer through harsh skin peels or chemical and laser dermabrasion, the “younger looking skin” under the surface will rise to the top.

The Mediterranean/Japanese skin care method is almost the exact opposite. The most basic idea behind the method is to “baby” and nourish the skin that you have now. Every cell, even the top layer.

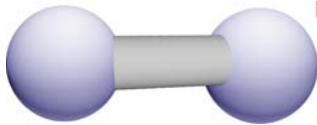
At first, the Mediterranean/Japanese skin care method started to take a hold around the world due to anecdotal evidence. We look at the way both Japanese and Mediterranean women age and we see that they, in general, tend to look younger than their counterparts in other countries.

For the most part, those two cultures rejected the idea that facial skin

needed to be scrubbed clean regularly in order to be healthy. Instead, sticking with the old idea that facial skin is fragile and needs to be treated as delicately as a flower petal.

This skin care technique received a boost of validity in 2011 when it was discovered that with every skin cell your body must replace, it must also create a collagen and elastin molecule to support that skin cell, and the mere act of creating such molecules creates free radicals.

Free Radicals



■ Sun damage is probably the greatest contributor to the aging of skin, with diet and environmental factors falling a distant second and third—and heredity falling in fourth . The first three factors are completely controllable as those two factors rely on the creation of free radicals and their subsequent damage.

Free radicals are most often SuperOxide and Hydroxyl molecules that your body creates during its natural processes. Exposure to sun creates free radicals from the cell damage. Refined sugar and other unhealthy foods in the diet creates a large number of free radicals as your body tries to digest them. Environmental factors act much like sun exposure in the creation of free radicals and we consider the use of the Northern European skin care method an environmental factor that creates free radicals

A free radical becomes even more damaging when you consider how it keeps doing damage in an almost infinite loop. The free radical will run into a cell, do damage which results in the release of another free radical, which will run into another cell and do damage, which results in the release of another free radical, and on and on.

Antioxidants, both in the diet and in skin care, are a powerful weapon in the fight against free radicals. They act as sort of a catcher's mitt and stop a free radical dead in its tracks. Eating fruits and vegetables are a fantastic

way to keep the free radicals at bay from the inside and high quality antioxidants in skin care offer an additional weapon to work from the outside in.








Avoid Skin Irritants

Skin is smart and it has memory. If you expose your skin to constant sun damage—it will thicken to protect itself. If you expose your skin to constant irritation, it will also thicken to protect itself.

If you have ever touched the bottom of a baby's feet you will find them as soft and supple as the skin on the forearm. There are no calluses (skin thickening). As the child grows, and walks, and runs and spends time on his or her feet, a callus starts to form to protect the feet.

Think of this when it comes to your facial skin. You want to keep it like the "bottom of a baby's foot." And cleansing gently, using products free from known irritants, and avoiding environmental factors that irritate the skin will go a long way.

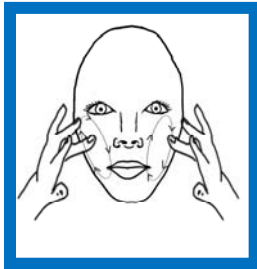
Here are some main points to think of when avoiding skin irritation

-  Massage—Don't Scrub
-  Exfoliate Extremely Gently
-  Use Only Products That Are Formulated with Irritant Free Ingredients
-  Use Sunscreen
-  Avoid Using Harsh Detergents on Your Cleansed and Vulnerable Skin
-  Avoid Sugary Foods
-  Did We Mention Massage?

Massage—Don't Scrub

Here's an experiment: If you have painted fingernails and you are ready to take off the polish, try this:

Soak two cotton balls with the nail polish remover. On one finger, scrub and stroke the nail polish off. On another finger, placed the soaked cotton ball on the fingertip and hold it for a few seconds, pressing gently. Then with one sweep, pull the cotton pad up across the nail to the tip.



What you would most likely find is that the fingernail that was scrubbed took a little longer to get all of the polish off and sometimes it leaves a light cast of color on the nail. On the other finger where the nail polish remover was able to “soak” up the old nail polish, you will probably find a cleaner nail.

This is the principle behind the massage. If it is performed correctly, it will probably take a couple of minutes to perform. This allows time for the ingredients in the cleanser to do exactly what they are supposed to do. The heat of your hands and fingertips also assist the ingredients in the cleanser to penetrate the skin and cleanse more deeply.

Scrubbing actually injures the skin. It may even create little tears in the skin which the body must repair. If you have ever had a piece of clothing with a tear that you decided to fix, you know that it probably will never look the way it did before the tear. Your skin has the same problem. One of the most important jobs the skin has is to keep bacteria and other infectious microorganisms out of the body—so it needs to fix tears, and it needs to fix them fast. This almost always results in a little sloppy work. The suppleness will not be the same and certainly the supporting materials like collagen and elastin will not be in their most optimal state.

Friction is the enemy. Think of this when you dry off your face. Pat the water off your skin, don't take the towel and rub it up and down your face to towel it off. Let the towel do the work for a change. Friction can come

from that towel misused, from that scrubber brush or rough sponge that some facial cleansers recommend or anywhere that the skin is moved around harshly.

Exfoliate Extremely Gently



Exfoliation is not all bad. Our body is constantly shedding dead skin cells which tend to be a little sticky. Those little dead skin cells can make skin look dull and lifeless. But care should be taken not to overdo it, both in scrubbing and the number of times you exfoliate your skin.

Mediterranean/Japanese methods usually call for exfoliation on the Combination and Oily skin types, as the excess sebum (oil) requires a little more work to exfoliate. But this should be done no more than once a week, with a scrub that has very small exfoliating beads, for a very short amount of time and MOST IMPORTANTLY—extremely gently.

Other types of skin can achieve removal of dead skin cells through massage or through facial masks, as there is not as much excess oil to make the dead skin cells stick.

The idea behind exfoliation should ONLY be about removing dead skin cells and NEVER about “getting rid of old skin cells so new ones can come through.” That idea is not only false, it has proven to be extremely damaging.

Use Only Products That Are Formulated with Irritant Free Ingredients

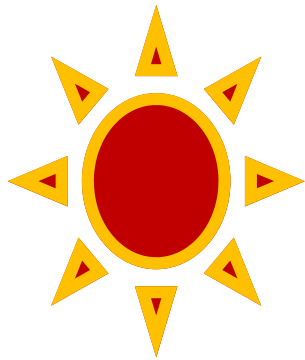
Profiling Beauty takes special care in watching the ingredients, preservatives, surfactants and detergents are our main concern. There are actually quite a few common ingredients in skin care lines that are “known irritants.” But remember, these were formulated under the idea that “deep cleaning,” was more important than preserving and caring for the

skin you have.

If you read Profiling Beauty's Restricted Ingredient pamphlet you can get an idea of all of the chemicals that we keep out of our products. But be aware that many of those irritating chemicals are present all around you.

This is also an area to talk about the quality of ingredients in skin care. Mediterranean/Japanese methods concentrate on allowing the product to penetrate deep into the skin tissue to allow for cleansing and nourishment. Because of this effort to get the product to penetrate, great care must be exerted to make sure that nothing can penetrate that could possibly do harm. But as important as not harming the skin, the ingredients should be chosen to enhance, strengthen and protect the skin.

Use Sunscreen



Thankfully this message is getting out. The Sun is a wonderful source of Vitamin D, but, as usual, too much of a good thing, is never truly a good thing.

Sunscreen ingredients are under scrutiny with the Mediterranean/Japanese methods. Oxybenzone tops our list of chemicals of concern. It has been shown to penetrate the skin and if it is exposed to UV light (a natural part of Sunlight) it creates free radicals. The pamphlet Profiling Beauty's Restricted Ingredients details the concerns with Oxybenzone. In addition Retinyl Palmitate (Vitamin A), while a wonderful anti-aging vitamin, but should never be in a sunscreen. Vitamin A has a "skin peeling" effect and should be used sparingly and unfortunately makes your skin more photosensitive (sensitive to sunlight). The proper sunscreen, however, should be in your facial care routine, and many times can be found in your cosmetics. As wonderful as the "no make up" look is, it is unfortunate that a lot of damage is done to skin because without make up and/or sunscreen, the facial skin is open to sun damage, and the compounded aging effects of free radicals created by UV light.

So if you care for your skin and can pull off the no make up look, GO FOR IT! - BUT—be absolutely sure that after you cleanse, tone and moisturize your skin to remove environmental damage, dirt and toxins (still absolutely necessary for skin health)—you never leave the house without sunscreen on your face.

Avoid Using Harsh Detergents on Cleansed and Vulnerable Skin



Another sneaky method of irritation is the towel you use to dry your face. There is not a washing machine made that can get every molecule of detergent out of a towel. When you have just cleansed your face, your skin is very susceptible to

damage from that harsh detergent.

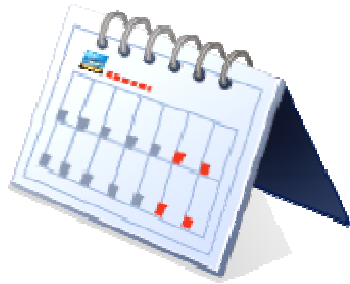
Profiling Beauty recommends not only the use of Bamboo towels to dry your face which have a natural ability to keep bacteria at bay, but to also wash and dry those towels with extremely mild detergents and skip any chemical fabric softener.

Avoid Sugary Foods

OK, yes, we are a skin care and cosmetics company, but the greatest skin care in the world can't offset a poor diet. Too much sugar lets loose a flurry of free radicals that attack from the inside out. Even if antioxidant creams could penetrate the deepest areas of the skin, the application would have to be constant.

Fruits and Vegetables are natural sources of antioxidants, and powerful weapons to keep your skin, hair and eyes from showing their true age. It truly is never too late to start with a healthy diet.

A fantastic motivational task to get you on your way to youthful skin is to keep a calendar and track your “healthy eating days.” Next figure out your Skin Turnover Rate. Your Skin Turnover Rate is the amount of time it takes a newly formed skin cell to reach the surface. As we grow older, it takes



longer to reach the surface and therefore the skin cell has already been around for some time.

Infants and children have a Skin Turnover Rate of around 15 days and as we age it gets higher—with older people having a Skin Turnover Rate of around 50 days.

Incidentally, this fact led to the false idea that “speeding up the turnover rate,” would bring back youth. But again, with the destruction of cells to “speed up the turnover rate,” comes the creation of the aging and cell damaging free radicals. It is far better to nourish, preserve and care for the skin cells you have.

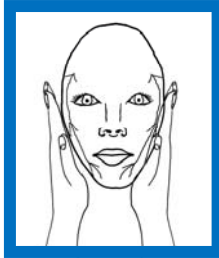
To make a good guess of your Skin Turnover Rate, look where your age falls between age 6 and 50. With the ages of 6 and lower representing a 15 day cellular turnover, the ages 50 and over representing a 50 day turnover, and finally the age of 35 representing about a 25 day cellular turnover, you can make a guesstimate about what your Skin Turnover Rate. This is by no means scientific—and probably will never be as every human ages differently, but it will give you a good idea.

Now eat healthy for the amount of time it takes for your Skin Turnover to happen. It would be really fun to do a before and after picture. Your skin will no doubt shine as the cells coming forward are well nourished and protected with antioxidants.

Did We Mention Massage?

Yes, that is a point we can't help but drive home. Massage allows time for the product to penetrate, and the heat of your hands helps the nutritional ingredients to move more effectively into the tissue.

So we suggest not only a massage when you cleanse, we suggest a massage when you moisturize as well. The beauty of a massage when you moisturize is that it has the added benefit of moving around stagnant



lymph tissue.

Lymph tissue is your bodies garbage disposal system. Toxins, cellular waste and dead microorganisms collect in the lymph tissue until they can be drained and the waste material carried away.

When you are young, lymph tissue is very mobile and active, as we age, lymph can go stagnant and collect under the surface. A massage can move that lymph tissue and renew the skin.

Stress AGES people as well. A slow down for a couple of minutes to massage your beneficial skin care into your skin will not take a large amount of time out of your day, but can do wonders to your overall look and well being.

Skin Fasting

Skin Fasting is a great way help your skin. In a skin fast, you forgo any skin care and any make up for a day. It can be a little difficult for those of us who like to wear make up, but the benefits are fantastic.

At least once a week, start your skin fast the night before, wash and tone your skin, but skip the moisturizer. Make sure to sleep on a clean pillow that has not been washed in a harsh detergent.

In the morning, you can refresh your skin with a water massage (see Massage Techniques Pamphlet). But do not put on any make up for that day. If you must go outside, you may choose to put on a good quality sunscreen or shield your face in other ways from the sun.

If you are really uncomfortable, know that there are some that cheat a little on skin fast days and put on a good quality mascara (like Mirenesse) that does not flake.

The purpose of a skin fast is two fold. First it gives your skin a chance to rest and your pores to breath. Product after product on your face can put the skin in a constant state of flux. Now, during a skin fast, it has a chance to rest.

Secondly, a skin fast allows your skin a chance to work on its own. If you are using corrective products all week to combat a problem with oily skin, a skin fast allows your skin a chance to deal with the oil itself. This is essentially training your skin to behave because your skin is used to being not oily during the week due to the corrective products, so your skin on its skin fast day will want to try and continue this condition.



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