

SKINTELLIGENCE – PROMOTING PROLONGED SKINCARE ALL YEAR ROUND



Our skin is among the most crucial and sensitive parts of the body, which reflects your internal and external health. Having accurate insight into your skin will allow you to choose the correct products to use for your specific skin type. This is important in improved prolonged maintenance that promotes healthier, clearer and youthful looking skin.

Skincare is not only about ensuring your makeup is Instagram perfect, it also incorporates a deep understanding of evidence-based dermatology. The sudden lockdown forced people to introspect and focus on things they never previously even considered important – for example, their skin health. An increasing number of people are now more interested in ‘skincare and what it takes to achieve the ultimate ‘skin goal’. This is where SKINtelligence comes and what better time to devote to your skincare and reboot your system than Spring, after months of wearing masks and cold, dry weather.

Did you know?

When starting a new product, it is extremely likely that you will experience a breakout within the first two weeks of product use. The reason for this is that there is a pH difference between your skin and the product. This pH difference causes the breakout. On average 0,03% of product applied penetrates into the dermis

Forbes Online revealed that “This [the pandemic] has spurred an increase in purchases of ‘affordable luxuries’ like scented candles, nail care products for at-home manicures, and, of course, skincare products. The pandemic has changed self-care, as we’re seeing more people take beauty into their own hands with at-home, spa-like treatments”, but do we know what we should be using on our skin for our specific skin characteristics?



Customer Service champion at SKIN Functional says, “SKINtelligence is essentially providing honourable and factually correct skin information to consumers, which is vital and at the centre of the SKIN Functional brand. We aim to demystify skincare jargon and misinformation to deliver honorable skincare products that also provide education to consumers. If you are equipped with SKINtelligence, you can confidently adapt your skincare program to your ever-changing skin needs.”

The use of skincare products on a regular basis is nearly ubiquitous, but their effects on molecular and microbial diversity of the skin is not widely known prior to use. “Before purchasing any product for your skin, there are a few key points worth considering that will later inform what products you say yes to,” explains Kevin.

Here is a quick checklist for you to get started in understanding your skin better, leaving you more educated and equipped with the correct SKINtelligence to achieve healthier and clearer skin:

- **What type of skin do you have:** define your skin type, there are four main skin types- combination, dry, oily and sensitive. If you find that you are having trouble defining your skin-type, visit a dermatologist or skin expert for advice.
- **Identify your skin concerns:** most common concerns are blemishes, unevenness, dryness, large pores, oiliness, pigmentation, eczema and acne/scarring. Skin concerns are serious and should be treated as soon as possible to avoid further damage. Some useful points to note are that healthy skin is acidic and typically has a pH of 5,6 whilst dry skin is alkaline.
- **Consider your skincare regime;** are you incorporating the essentials such as cleansers, toners (not compulsory), exfoliators (twice a week); moisturisers (day and night), serums and face masks. Using the correct products with the correct ingredients will ensure your skin is nourished and healthy. For healthy skin, a complete epidermal replacement takes about one month. So allow your skin about 30-days to reform itself before you expect to see noticeable results.
- **Do you know your skin triggers?** Take time to understand what foods irritate your skin and what external environmental factors aren't good for your skin; and then avoid using or consuming these irritants.
- **Use SPF on your skin daily and religiously:** opt for an SPF 50+ product. This helps with dark spots and premature aging and fine lines. UV radiation from the sun activates collagenase, an enzyme which causes the breakdown of collagen. Ultraviolet light can cause thousands of cellular DNA alterations each day causing cumulative damage to skin that amplifies normal chronological decline. As we age the epidermis thickness decreases by 6,4% on average per decade with a reduction in epidermal cell numbers. Active melanocytes decrease at a rate of 8% to 20% per decade, resulting in uneven pigmentation in elderly skin.



Did you know?

In ageing the number of sweat glands does not change, however, sebum production decreases by as much as 60%. Lipid content of aged skin is reduced by 65%.



Your skin goes through life with you and changes all the time, subsequently adjusting your routine and products with consistent care and education will aid in excellent prolonged skin. The only way this can be effectively achieved is through SKINtelligence and knowing what you are putting on your skin. Skin is dynamic and the pH of your skin is ever changing based on climate changes such as humidity, stress and medications.

SKINtelligence considers precision skin specific products and therapies for specific skin types and concerns in order to attain healthier, clearer looking skin, which is a major part of any skincare regime and one of the main elements people overlook when purchasing products. "Establishing a good skin care program in early years helps to maintain the skin's optimal functioning for longer. Have such great skin that you don't need an Instagram filter," concludes Kevin.

Black Friday Deals: Enjoy a new SKIN Functional Special EVERY WEEK in November!

1st – 7th Nov	Promotion Purchase Multi-Tasking Fixer, Exfoliating Facial 1 and receive Blemish Corrector free.
8th – 14th Nov	Promotion Purchase three products and receive a free cosmetic bag limited to 300 bags.
15th – 21st Nov	Promotion Purchase Anti-Ageing Complex and Hydration Juice and receive a free Exfoliating Glow Tonic.
21st – 30th Nov	20% off sale Code is sale20 Enter the code at checkout. No other codes are active during this time.

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About SKIN Functional

SKINCARE THAT DELIVERS NOTICEABLE RESULTS. SKIN functional is a range of products expertly formulated using optimal concentrations of effective and trusted ingredients to restore and maintain skin's ideal functioning. The brand was created to demystify skincare jargon and misinformation to deliver honorable skintelligence. Equipped with skintelligence, you can confidently adapt your skincare program to your ever-changing skin needs. Each product contains ingredients that have earned the right to be there, leaving no room for redundancy. Delivering





potent

treatments that bring you everything your skin needs with reproducible results. Skin Functional products deliver potent treatments that bring you everything your skin needs with reproducible results. SKIN functional is a range of products expertly formulated using optimal concentrations of effective and trusted ingredients to restore and maintain skin's ideal functioning. Follow us on [Instagram](#) and [Facebook](#) or visit our [website](#) for more information.

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