

#### CHALLENGE TIP

Remember, small daily practices performed over time add up to a lifetime of giving your skin the care and attention it needs to truly look its best, glowing self.

You can download this challenge at  
[jurlique.com.au/skincare](http://jurlique.com.au/skincare)



# *Jurlique Skin Care Challenge*

Over the next 14 days we are going to add to and build new and healthy skin care habits to help your skin be in the best shape it can be.

Start small and continue to add one tip per day for the next 14 days until your new skin care habits are the rituals that you look forward to indulging in every day. They don't take long and you will look and feel so great you won't ever want to stop.

Before you start your Skin Care Challenge visit a Jurlique store or counter and ask your Beauty Expert to recommend the products you will need to complete the challenge.

We have samples that you can take home for almost every step to get you started.

## JURLIQUE SKIN CARE CHALLENGE

### SKIN ACTION



### SKIN BENEFIT

#### DAY 1 Morning deep cleanse

Gently apply a facecloth soaked with warm water infused with 3 to 5 drops of **Hydrating Essence** in a press and release motion to your face 3 times. This will help to rebalance and awaken your skin. As you breathe deeply and enjoy the soothing aroma, you can feel yourself start to relax.

Follow with **Daily Exfoliating Cream**. Mix with a few drops of water to create a paste like consistency and apply using a press and release motion with your fingertips to gently exfoliate and purify your skin.

Our philosophy is to gently exfoliate and deep cleanse the skin every day. That's how you maintain the glow and allow the potency of the herbs and botanicals in your skin care to work effectively.

**Daily Exfoliating Cream** contains pre-softened almonds and oats, along with skin soothing ingredients like Calendula and Honey to help draw impurities out of the skin. Your skin feels incredibly alive and smooth after this two-step process and it's great to loosen any congestion and blackheads under the skin that can build up from daily make-up and primer use.

#### DAY 2 Gentle water temperatures

When in the shower, reduce the temperature of the water you normally use to wash your face. Alternatively, wash your face over the sink instead of under the shower.

Hot or very cold water has a tendency to dehydrate and irritate your skin. Water that is tepid is best to keep your skin conditioned and healthy.

#### DAY 3 Use pure water

After completing your cleansing routine, splash or wipe a generous amount of spring water all over your face. Gently pat dry with a soft towel. Follow with your treatment products.

Hard or treated water can irritate and dry out your skin. By using pure, clean water to complete your cleansing routine, you will reduce redness and restore softness to your skin.

#### DAY 4 Mist, mist, and mist some more

After cleansing, mist your skin with the botanically infused **Toning Mist** of your choice. Apply a serum and moisturiser afterwards, whilst your skin is still damp, to lock in moisture. Take your mist with you and spritz it over your face throughout the day or whenever your skin feels like it needs refreshing.

Exposed skin is subject to environmental stressors all day long such as wind, artificial heating and air-conditioning. Toning mists used under your skin care or over your make-up during the day help to calm and rebalance your skin.

#### DAY 5 The power of Activating Water Essence

Try adding this new step to your skin care routine. Just a few drops of **Activating Water Essence** pressed in between the palms of your hands and then directly onto your skin prior to applying your serum morning and night will gradually transform the hydration levels on your skin by activating your skin's ability to retain moisture, remain continuously hydrated, become softer and look more revitalised.



**Activating Water Essence** is your first treatment step of your skin care ritual. It uses the wonders of Marshmallow Root, grown on the Jurlique biodynamic<sup>†</sup> farm in the South Australian hills. By using **Activating Water Essence** twice a day your skin will be kept in optimum health and this enhances the performance of your serum and moisturiser. The benefits are healthy, hydrated and glowing skin.

<sup>†</sup>Certified biodynamic by the National Association for Sustainable Agriculture, Australia. Jurlique's products and farm are not certified by or affiliated with Demeter® USA or Demeter International.

## SKIN ACTION

### DAY 6 Serums to target problem zones

Select a serum based on the needs of your skin. If you have red cheeks, then a serum designed to reduce redness will help. For the neck, select a serum with firming plant proteins and brightening botanicals to counteract pigmentation. If you are noticing fine lines around your eyes, an eye serum to hydrate and fight fatigue is your best option.



### DAY 7 Day and night creams

A great way to create your own night cream is to boost your daily moisturiser with a few drops of a pure plant-based face oil. In the palm of your hand mix 3 to 4 drops of your chosen face oil in with your moisturiser. Warm between palms and gently press into your skin.



### DAY 8 Extra for the eyes

Gently press your eye care product into the skin all the way around your eyes, under your eyebrows and in between your brows where we are prone to frown furrows.

### DAY 9 The breakfast mask

As soon as you have finished your morning deep cleanse, apply a moisturising mask. Feeling dry? Use a creamy moisturising or gel mask. If you are congested, use a clay based mask. If your skin is irritated, try a soothing mask to help even out redness and calm the skin. Leave this mask on over breakfast and remove it before applying your serum, moisturiser and make-up. Your skin will thank you all day long.



## SKIN BENEFIT

The skin around your eyes and neck is finer and more delicate than that on your face. As such, it has a tendency to show the signs of aging more quickly than other areas. Help to minimise this by using concentrated serums designed to address the specific needs of the skin in these areas.

Ever thought of using a different cream in the day and another at night time? The truth is our skin has vastly different needs at each of these times. In the day we want hydration and protection from the elements. At night when our skin is at rest, we have an opportunity to better utilise concentrated ingredients to treat or prevent the signs of ageing on our skin.

Want to help prevent fine lines, soften deeper lines and firm the skin around the eye area? An eye cream or eye serum reinforces the delicate tissue around the eyes helping to address loss of firmness and dehydration. They help to reduce visible lines and wrinkles and add luminosity.

Face masks are a great way to treat your skin to multiple benefits while giving yourself a mini facial in a matter of minutes.

## SKIN ACTION

## SKIN BENEFIT

### DAY 10 Keep it smooth

Today is all about exfoliating. If you have sensitive or dry skin, limit a deeper exfoliation to once a week. If you have normal to oily skin, you can perform a deeper exfoliation two to three times per week. Tip – if you co-ordinate your exfoliation on the same day as your mask, you will enjoy extra special results, however, if time is an issue, they can be done separately.



Most people don't realise that you can have the best skin care routine, but if your products can't penetrate properly due to a layer of dull, dead skin cells, then your skin is not going to obtain the results you are looking for. Deeper exfoliation (other than **Daily Exfoliating Cream**) helps to polish off dead skin cells and impurities, reduce the appearance of fine lines and wrinkles and helps to minimise the appearance of pores and uneven texture.

### DAY 11 Keep it hydrated

Upon waking today, drink a full glass of water or a herbal tea to rehydrate. Tip - for heated rooms, keep a bowl of water near the heater and never allow air-conditioning to blast directly onto your face. In a few days your skin will show the difference.

We all know the importance of drinking enough water to stay hydrated, particularly in the morning after a long sleep. However, sometimes we forget to hydrate our environment! Misting our skin is great and helps significantly, although sometimes we can take extra steps to alter our environment to help maintain healthy, hydrated skin.

### DAY 12 Love your hands and feet

Apply hand cream under rubber gloves before doing any housework or doing the dishes. The warmth will help infuse your hand cream into your skin. For supple and moisturised feet, apply **Body Cream** or **Love Balm** to your feet and heels and wear socks to bed.

Hands and feet are often the most neglected. Restore some lustre and softness to these areas and enjoy silky soft skin.

### DAY 13 Brighten your day with a paper mask

**Purely White Skin Brightening Facial Treatment Mask** is a sheet mask that comes in a sachet infused with a concentrated dose of VitabrightKX. Simply mould the paper onto the contours of your face and neck, relax for 10 minutes and peel it off. Don't forget to massage the remaining dose of ingredients into your skin.



VitabrightKX is our natural ingredient complex to brighten your skin. This paper mask is full of moisturising ingredients to help reduce the signs of discolouration and brighten dull or uneven skin tone. It's perfect to use before a special occasion or night out.

### DAY 14 The 'you deserve one hour per week' day!

Fill a warm bath and add **Rose Body Oil** under the running water. Exfoliate your skin and apply a mask. From the base of your neck to the tips of your toes, apply **Body Exfoliating Gel** and massage in circular motions. Relax into the warm oil bath and allow the body exfoliant to soak off your skin. After 10 or 15 minutes, use a soft cloth to remove your mask. Once you are out of the bath, apply your richest, most luxurious products to your face before sliding into bed for the best sleep of your week.

Well done, you have completed your 14 day Jurlique Skin Care Challenge. You can repeat this challenge every month and please make sure you share your results with us on Instagram using **#jurliquechallenge**