



# Tip of the Month

A Monthly Guide for the Epionce Professional: Practical Tips and Application

December 2016 Issue | 1.866.374.6623 | epionce.com | info@epionce.com

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### Dry Skin Tips



Dry skin can be mitigated with some healthy habits. Avoid long showers that zap moisture from skin, and use a humidifier

when the air is more dry in the winter. Also, drink plenty of water to hydrate from the inside out.

### The Dot System

#### ● For Dry/Sensitive Skin Types

The primary Epionce products created specifically for dry and sensitive skin are marked as such with one dot on the front of the package. These core **one dot** Epionce products include:

- Milky Lotion Cleanser
- Lite Lytic Tx
- Renewal Facial Cream

If a product does not have a dot, it can be used for multiple skin types, and many products without a dot can be very beneficial for dry skin as well.



## Epionce Dry Skin Basics

*To understand dry skin, let's start with the root cause.*

A healthy skin barrier contains a ratio of equal ceramide, cholesterol and free-fatty acids. These elements act as the glue holding skin cells together. When this ratio is disrupted, the skin barrier is compromised, and can result in dry skin.

The Epionce Renewal products go beyond the hydration focus that many traditional moisturizers have. Instead, Epionce Renewals are powerful treatment moisturizers that contain the ideal ratio of skin barrier lipids in a cholesterol-dominant 3:1:1 necessary to trigger the skin's natural ability to repair itself, which strengthens the skin barrier. This allows the skin to better hold moisture, and helps prevent and mitigate dryness in the skin.

### Dry skin can also be caused by:

- Low ceramide – the moisture-holding agent found in the skin's lipids
- Low sebum (oil), vital to lubricating skin layers and acts as a protectant
- Cold, dry weather
- Harsh ingredients in skin care products
- Aging skin
- Hormonal changes

# Epionce Dry Skin Basics

## Basic Regimen - Face

Epionce Renewal Facial products are the foundation of the line and should be the first product you recommend to patients. Start here and then add additional products based on individual needs.



### Renewal Facial Cream

- Formulated with a balanced ratio of lipids for optimized skin health
- Hydrating formula reverses tight, dry skin without clogging pores
- Clinically proven to reduce tactile roughness, fine lines and wrinkles
- Adjusts lipids to a barrier repairing cholesterol-dominant ratio of 3:1:1, triggering natural healing process



### Intensive Nourishing Cream

- Ultra-hydrating for the driest of skin
- Potato & hydrolyzed yeast peptides stimulate ceramide production
- Adjusts lipids to a barrier repairing cholesterol-dominant ratio of 3:1:1, triggering natural healing process



### Lite Lytic Tx

- Cleans pores and reduces microbial count without irritation for dry sensitive skin
- Smooths out skin texture and reduces redness



### Milky Lotion Cleanser

- Gently washes skin of dirt and makeup
- Creamy cleanser leaves skin feeling moisturized
- Date and Apple Extracts contain anti-inflammatory benefits



### Balancing Toner

- Humectants and key botanicals boost hydration

## What about the rest of the body?

The needs of the skin vary from site to site on the body. The Epionce Renewal products have been formulated specifically for different sites.



### Extreme Barrier Cream

- Hydrates and repairs skin all over body
- Works well on very dry, cracked skin on elbows, knees and heels
- Rich, thick formula soothes dry skin
- Anti-inflammatory ingredients reduce redness and even out skin tone



### Renewal Enriched Body Lotion

- Formulated for the unique skin on the body, like arms, legs, and torso
- Strengthens the skin's barrier to reveal radiant skin
- Perfect for daily use to maintain body's hydration
- Pair with Balancing Toner to boost the moisture content of the skin



### Enriched Firming Mask

- Provides a surge of hydration without clogging pores
- Helps calm redness and irritation

## Face & Body



### Medical Barrier Cream

- Ideal for very sensitive, dry and damaged skin for barrier repair and wound healing
- Repairs the skin barrier 89.6% within 45 minutes

## Epionce Dry Skin Basics



**Client:** I wash my face every morning, and then apply a moisturizer. But my skin still feels dry after putting it on. Can you help me?

**Epionce Professional:** It is important to not just be consistent but to use the right products as well. Not every moisturizer is formulated to hydrate and repair the skin barrier so it can function at its optimal level. I would recommend the Epionce Renewal Facial Cream instead of the moisturizer you have been using. Epionce will give you the right amount of hydration, will repair the skin barrier and is anti-inflammatory to prevent future damage. Also, let's look at what cleanser you are using. Many generic cleansers dry out the skin while cleansing. Let's try the Epionce Milky Lotion Cleanser instead. This cleanser won't dry the skin, but will leave your skin feeling silky smooth and hydrated.

**Client:** My biggest skin concerns are dryness and aging. I just feel like my skin looks dull and lifeless. What should I use?

**Epionce Professional:** Epionce Intensive Nourishing Cream is a powerful anti-aging, super-hydrating

product all in one! Intensive Nourishing Cream will give you the moisture your dry skin needs, and will help the skin look more radiant. You'll notice a decrease in fine lines and wrinkles. Plus, the key ingredients in this Renewal will help build the barrier so your skin will look healthier.

**Client:** For some reason, I have both dry skin and breakouts. Help!

**Epionce Professional:** Breakouts are normally associated with oily skin, but this isn't always the case especially as women age. Acne is driven by chronic inflammation, as well as microbes and yeast. Most acne products are targeted to oily skin types. I'm going to recommend you start the Epionce Lite Lytic Tx. With 0.5% salicylic acid, azelaic acid, willow bark and zinc pyrithione, this product will help clear out the pores, kill the microbes and yeast associated with acne, and prevent breakouts without drying out your skin. Then, I'd like you to use the Epionce Renewal Facial Cream in the morning and Intensive Nourishing Cream at night. These creams won't clog your pores, will reduce the inflammation and repair the skin barrier.

**Client:** I'd like a product to complement the anti-aging benefits I get from my Renewal, but I'm concerned a retinol will cause irritation to my already dry skin. What would you recommend?

**Epionce Professional:** Let's add the Lite Lytic Tx to your regimen. The Lite Lytic Tx will help smooth out the texture and provide additional anti-inflammatory benefits without drying out the skin. I also recommend adding the Enriched Firming Mask as a weekly or biweekly at-home facial. This mask provides a boost of hydration, helps calm redness, and helps really firm the skin as well.

# Epionce Dry Skin Basics



## Epionce Quick Quiz

1. Which products are marked as “one dot” for dry skin?
2. Which products contain the cholesterol dominant 3:1:1 ratio for barrier repair?
3. What is a great product to help prevent breakouts for dry, sensitive skin types?

Answers:  
1. Milky Lotion Cleanser, Lite Lytic Tx, Renewal Facial Cream  
2. Renewal Facial Cream (Renewal Lotion and Lite Lotion as well),  
Intensive Nourishing Cream  
3. Lite Lytic Tx

## What's New

### Holiday Promotion

Talk to your Account Executive or Customer Service Coordinator about the details of the Holiday promotion this year. It runs from November 7 - December 30. While supplies last!

### Advanced Clinical Trainings

Take the opportunity to learn from the creator and founder of Epionce, clinical dermatologist, author and international speaker, Dr. Carl Thornfeldt.

**2017 Advanced Clinical Training Dates will be announced soon!**

### Upcoming Epionce Events

- **November 30 - December 3** — Cosmetic Surgery Forum, Las Vegas, Nevada

### Contact Us / Place An Order

Episciences, Inc.  
10211 W. Emerald Street  
Boise, Idaho 83704  
Toll Free Tel (866) 374 6623  
Toll Free Fax (866) 374 6603  
info@epionce.com | epionce.com

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