

Your skin care routine is OUT OF DATE.

KNOW THE SKIN YOU'RE IN

Cold wind, dry air, intense sun, excess humidity—as the seasons change you should pay extra attention to the needs of your skin! This protective barrier is one of the first bodily systems to be affected by seasonal shifts and may require an entirely different approach to keep it healthy throughout the year.



Ch-ch-changes.

If your skin becomes unrecognizable season to season, you aren't alone! Summer or winter, your skin goes through major changes based on temperature, humidity levels, and even vitamin D exposure.

FALL & WINTER



You're entering the dry zone.

SPRING & SUMMER



You're getting warmer...

Down arrow icon: **Dropping temperatures**
Water drop icon: **Declining humidity**

High heat = **HYDRATE**



Declining hydration levels in your body can lead to dry, irritated, flaky skin. (And let's be honest, as nice as they feel, those extra-hot showers and dry central heating aren't doing your skin any favors either.)

THE FIX: More moisture! Drink lots of water and make sure you're applying lotion daily to counteract excessive dryness during the winter.

64% Your skin contains **64% water**, which helps your body stay cool in hot weather.

Too much of a good thing UV exposure increases pigmentation and sun spots during summer.

Ooh, burn! Risk of sun damage can increase when engaging in popular winter activities where we're exposed to higher altitudes and additional UV light reflected from the snow.

DID YOU KNOW? The atmosphere is our first line of defense against UV rays. At higher altitudes (such as on a mountain) the atmospheric layer is thinner, increasing the risk of UV radiation.

Hydration, boosted.



Hydration isn't maintained by water consumption alone. Electrolytes in products such as Sustain Sport® help optimize hydration levels.

On the bright side...

Products that contain vitamin C improve skin's healthy appearance in three main ways:

- 01.** They reduce the appearance of dark spots.
- 02.** They aid collagen production to improve the appearance of fine lines and wrinkles.
- 03.** And finally, they act as a natural exfoliant to brighten the appearance of dark spots from previous sun damage.

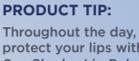


Chapped lips are a huge concern during the winter season.



On thin ice.

Because your lips are covered only by a very thin layer of skin, they're the most likely part of your face to dry out due to dry winter air, wind, and low indoor humidity. In severe cases, splitting and cracking can also occur.



PRODUCT TIP: Throughout the day, protect your lips with Sun Shades Lip Balm® with SPF 15 and use Sei Bella® Lip Treatment morning and night to rehydrate dry lips.

Are you making this mistake?

One of the worst things you can do is lick your lips in the cold! While it might feel like you're adding moisture to dry lips in the moment, doing so can actually cause severe lip irritation and make chapping even worse.

Not cool, pools!

Chlorine strips skin of its natural oils and can cause it to feel dry and flaky.



No. JUST NO.



The US Centers for Disease Control and Prevention (CDC) estimates that on average, humans have about **.14 grams** of feces on their bodies. And only **30%** of us shower before swimming. **Yikes. :/**

Rinse and repeat.



Showering **BEFORE** getting in a pool helps remove sweat, lotions, bacteria, and organic matter to help prevent skin rashes and illnesses for everyone choosing to swim. Think of it as paying it forward!

Do

- Switch to a more **lightweight moisturizer** as spring approaches to avoid an unnecessary buildup of products.
- Incorporate a **mattifying toner** into your routine to help control excess oil.
- Wash your face with a **deep cleanser** to rid the skin of excess oils that can build up from high temperatures.

Don't

- Cake it on.** It's important to go light with your makeup on warmer days to prevent it from melting and clogging your pores. Shoot for a light-coverage foundation with SPF.
- Overexpose your skin.** Protect against cancer-causing UV rays with sunscreen and avoid direct sunlight (if possible) between 10 a.m. and 2 p.m. because this is when the sun is most intense.

Say it isn't so!

Did you know that damage's frigid, dry air can winter the cuticle of your hair? This protective layer locks in moisture to keep the hair shaft healthy. So a lack of moisture in this area causes strands to become brittle (we're talking split ends and static electricity buildup).

THE FIX: Use more conditioner and massage Sei Bella® Hair Oil into strands as often as twice a day.

Do

- Switch to a **hydrating cleanser** for both face and body to help keep your skin's moisture levels healthy during the cold, dry months.
- Steer clear of **physical exfoliators**. These are less likely to be friendly to your skin in the cooler months. Instead, opt for a chemical exfoliant (such as natural retinol) that doesn't disrupt your skin's barrier.
- Use a **thicker moisturizer** to retain your skin's hydration.

Don't

- Take overly hot showers or wash hands in excessively hot water.** The heat can strip the skin of its natural oils and cause even more dryness and irritation. Plus, according to the CDC, cool water seems to be just as effective as warm water at removing germs and is less irritating to skin!
- Skip the lotion.** Moisturizing your hands helps you avoid cracked and bleeding knuckles after washing your hands, doing dishes, or cleaning your house.

Seasons of change.

No matter what season you're transitioning into, it's important to listen to your skin. Pay attention to how it feels, notice its appearance, and adjust your skin care regimen to integrate with your environment.

WINTERTIME ESSENTIALS

Renew® Intensive Skin Therapy



This light, nongreasy, fast-absorbing formula protects your skin by providing long-lasting hydration with precise ratios of plant-based glycerin, USP-grade petrolatum, and natural allantoin.

Sei Bella® Advanced Microbiome Support



Revitalize, soothe, and tighten the appearance of skin at any age. This advanced collection is scientifically researched smooth and diminishes the appearance of fine lines and wrinkles and and leave your complexion with a naturally youthful glow.

Sei Bella® Hair Oil



This naturally nourishing hair oil leverages argan oil to smooth hair, boost shine, and build added protection.

Activate Immune Complex®



Boost your body's natural defenses and strengthen your immune system with the power of beta-glucan, zinc, quercetin, and vitamins A, C, and D!

Sei Bella® Lip Treatment



Kiss up to visibly healthy lips! Ideal for overnight use or as a primer under lipstick, this moisturizing treatment instantly replenishes dry lips—visibly smoothing, hydrating, and softening with a rich blend of natural botanicals.

K2-D3



The right balance of vitamins K2 and D3 is critical to regulating calcium and helping ensure you get optimal performance from this essential mineral! K2-D3 helps redirect calcium out of your blood to support vascular and bone health.*

SUMMERTIME ESSENTIALS

Sei Bella® Vitamin C Collection



Sun damage and pollution can leave skin dull and discolored. Formulated with a potent blend of antioxidants and vitamin C, this collection helps keep skin healthy and even toned while reducing the appearance of dark spots.

Sustain Sport®



Rehydrate, rebound, and recover! Sustain Sport is the ONLY performance hydration drink with four electrolytes, vitamins and antioxidants, and just 30 calories per serving.

Sei Bella® Tinted BB Moisturizing Cream



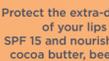
Glowing, naturally! This sheer coverage beauty balm cream evens skin tone and adds a healthy radiance to skin for a fresh, youthful look. And it's loaded with other benefits, like nourishing moisturizers, UVA/UVB protection, and antioxidants.

Sei Bella® CC Brightening Cream SPF 20



Lightweight and oil-free, this hydrating color-correcting cream boosts the moisturizer, primer, and SPF power of a BB cream but with the added perk of treating uneven skin tone.

Sun Shades® Lip Balm SPF 15



Protect the extra-delicate skin of your lips with SPF 15 and nourishing jojoba, cocoa butter, beeswax, and vitamin E.

KNOW THE SKIN YOU'RE IN

*In Winter, Will My Child Need Different Eczema Skin Care? American Academy of Dermatology Association, <https://www.aad.org/public/diseases/eczema/childhood/tch-relief/winter-care>.
 **Your Winter Skin Survival Kit. American Academy of Dermatology Association, May 27, 2021, <https://www.aad.org/public/everyday-care/skin-care-basics/care/winter-skin-survival-kit>.
 ***How Your Skin Changes with the Seasons? Cambridge Laser Clinic, January 19, 2021.
 ****Hand-Washing: Do's and Don'ts, Mayo Clinic, December 10, 2021.
 *****Why You Need Sun Protection in the Winter, American Academy of Dermatology Association, May 25, 2021, <https://www.aad.org/public/everyday-care/sun-protection/shade-clothing-sunscreen/cold-weather>.
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 **The Water in You: Water and the Human Body," United States Geological Survey, May 22, 2019.