

## YOUR BARE MINIMUM SKINCARE ROUTINE....FOR CRAZY-BUSY DAYS [Brochure/web copy]

These days, “time” is one thing most of us have waaaay too little of. Mornings: a variation of roll-out-of-bed/jump-in-the-shower/throw-on-some-clothes/out-the-door. Nighttime? Just find the comfy jammies, please.

The thing is, great skincare does *not* have to be complicated. A very few high-quality products can give your skin just what it needs to be its best. And you’ll have the confidence –and time – to take on the world, and live your #KeevaLife.

So Keeva Skincare has put together our dead-simple routine that even the busiest person can manage. It’s super-quick (total time, under 3 minutes) but more importantly, it’s super-*effective*.

Even when you’re NOT in a rush, this routine will blend in seamlessly with your life. And leave your face looking its healthiest.

## MORNING

### STEP 1: Wash Your Face

Look at it this way: you wouldn't leave the house without brushing your teeth, right? And the reason for washing your face is similar. Overnight, your skin is repairing itself, pushing old skin cells, toxins and more to the surface. You want to give your face a fresh canvas. So take a minute (or less) and scrub up.

BUT (and this is a big "but")...save time by making your facial wash do double-duty by using one that *won't* strip off precious moisture. Sadly, many over-the-counter washes do just that, using harsh ingredients, like parabens and alcohol, that literally "pull" moisture from your skin. (Yup, that's what they do.) Your face may *feel* "squeaky clean," but trust us, it's a cry for help – that's *not* the state it wants to be in. So use a cleanser that's a little lighter in the "fake ingredients" department. Use a super-soft washcloth (like a baby washcloth), if you want to kick things up a notch.

[Not for nothing, Keeva doesn't strip your skin. Our natural "water-based" technology cleans effectively – but never dries you out.]

### [OPTIONAL STEP) Slap on some moisturizer.

Depending on your skin type, the weather outside and other factors, you may need a little extra moisture (or not). Especially if your cleanser doesn't dry skin out (see above). A non-drying cleanser (meaning, one that starts with water as its base) will do the job of cleaning your face, but will keep things in a healthy balance.]

### STEP 2: Sunscreen. Yes (again), Sunscreen....

No matter your age or lifestyle, skin is *always* under assault from UV rays. All. The. Time. And those rays are the *fastest* ticket to aging, even if you spend time inside an office. Driving to work, standing in a sunny conference room, dashing out to get some lunch – it all adds up in a surprising way. Taking less than 10 seconds each day to pop a few drops of sunscreen on your face will save you expensive treatments (and time) down the road.

TOTAL TIME SPENT: 1:10

[With Optional Moisturizer 1: 15]

DURING THE DAY: Water. Drink water. And more water.

The one thing that separates “just-OK” skin from AMAZING skin is... water. Good old H<sub>2</sub>O. When it comes to your skin, water carries toxins away, “plumps” the texture and adds a glow. Drinking plenty of fresh *agua* throughout the day will do seriously amazing things for your skin. Not to mention, the rest of your body – as in, more energy and better sleep. Get in the habit of carrying a large, refillable bottle and downing at least 64 ounces each day. That’s a Big Spa Secret – and you’re getting it free. You’re welcome.

## EVENING

### STEP 1: Wash Your Face (again)

Know how it feels when you take off your work clothes and slip into something comfy? Washing your face at the end of the day feels just like that to your skin.

Your face has taken on the world – literally. Pollution, dirt, makeup, you name it. So invest another 30 seconds into a scrub session, with a cleanser that will erase the day – but *keeps* a moisture balance. A face wash does *not* have to be “heavy duty” to do the job of cleaning the day from your face.

As long as “parabens” or “alcohol” don’t figure prominently in the cleanser’s “Ingredients” list. Check the label.

[OPTIONAL: Use a *gentle* toner]

Depending on what you’ve encountered during the day – sweat, extra makeup, smoke or pollutants – you might want to give your skin a bonus “clean sweep” after initial cleansing. A gentle toner gets rid of anything extra-icky that might be “leftover.” Just be sure to avoid toners with alcohol as their base; they’ll *seriously* suck natural moisture from your face and leave skin feeling *way* too dry (this is where reading labels comes in handy).

The good news is, you can get that extra “whoosh” without making your face feel like the Sahara (as in, Keeva’s Daily Skin Refresher and Toner).

## STEP 2: Apply a Healing Serum

You're about to go face down on the pillow. But did you know that *the* most important "skin work" takes place while you sleep? It's true. So make the most of it by applying a potent Healing Serum before bedtime. The right one can do amazing things to even out tone, texture and more. What you want is one that attracts and holds in *all-important moisture* – because moisture is the key to creating and maintaining incredible skin. It's a super-simple step that can do so much -- when you haven't.

But here's the thing: look for a serum that actively *attracts and seals in moisture*, which is, generally, extracted from the air. 'Cause that's the thing.

[Not to brag, but our Nighttime Skin Repair Facial Rejuvenator distills 7 years of research into a lightweight mask that does amazing things as you sleep....!]

TOTAL TIME SPENT: 1:10

With Optional Toner: 1:15

## Four More No-Time-At-All Tips to Look Amazing

-Start each day with a great attitude. When you wake up, take a moment to pick out 3 things to be grateful for. Then, do a few minutes of stretching or light exercise to get the blood – and energy! –pumping. You'll look –and feel – amazing.

-Smile. Show the world your unique self!

-As we mentioned before, drink lots—and LOTS-- of water. According to her son, this was one of Audrey Hepburn's favorite beauty and health secrets.

-Make bedtime a constant ritual. Go to bed at the same time, and take a half-hour before to unwind. Turn off your devices, make a cup of herbal tea, read something quieting or inspirational. Make sure your bedroom is darkened and a bit cool, and that your bed has clean cotton sheets (to help your skin breathe overnight).

## OUR RECOMMENDED PRODUCTS

Daily Face Wash: developed with a healing “water-base” and boosted with effective botanicals. Our cleanser won’t strip away precious moisture.

Refreshing Toner: unlike most toners, ours doesn’t contain alcohol. Instead, it’s water-based, blended with natural ingredients to cleanse and brighten.

Nighttime Facial Rejuvenator: what makes our serum different is that it attracts and captures critical moisture during the night. It’s a light, “breathable” mask that feeds skin as you sleep.