Spring & Summer SKIN CARE

Nurture what mother nature has blessed you with.
The Soul Purpose all-natural and organic skin care line is formulated to be used by all skin types in 4 simple steps. The key to the formulas is that they are natural, organic, fragrance-free and appropriate to use on any type of skin. We suggest 3 simple steps; cleanse, tone then moisturize. If you have a special need such as dryness, blemishes, sun damage, etc. you can select a serum to address that specific need. Simple skin care in 3 minutes. Cleanse, Tone, Moisturize and Nurture.
Step One CLEANSE

Select your cleanser based on whether your skin behaves normal to dry or normal to oily. Both formulas are non-drying and leave all skin types feeling clean, fresh and comfortable.

What they do: Deep cleans to wash away dirt and makeup, reduce excess oil and free pores without drying or irritating skin. The Cleansing Milk is excellent as a makeup remover, as it cleans and moisturizes all at the same time.

For Normal to Dry

MOISTURIZING CLEANSING MILK
$21   |   [SP394]

For Normal to Oily

CLARIFYING VITAMIN C WASH
$21   |   [SP393]

Cleansing TIPS

Moisturizing cleansing milk: Whether your skin is dry or oily our cleansing milk is an extremely effective makeup remover. Simply massage the moisturizing cleansing milk over your entire face to loosen the makeup and then tissue off or rinse off with lukewarm water.

Vitamin C Face wash: For persons with oily, acne or blemished skin issues, this wash will gently remove excess oils and immediately begin to heal the skin and restore it to health.
Step Two TONE

Select your toner based on whether your skin behaves normal to dry or normal to oily. Our toners also exfoliates, sweeps away pollutants, excess oil and dulling flakes to reveal balanced, fresher skin.

For Normal to Dry
HYDRATING ROSE WATER & GLYCERIN BEAUTY ELIXIR
$16 | [SP396]

For Normal to Oily
BALANCING VITAMIN C TONER
$18 | [SP397]

Tonina TIPS
Rosewater and Glycerin Beauty Elixir: For travel and for many skin conditions that results in excessive dryness and flaking, use this beauty elixir with a cotton swab to cleanse, tone and moisturize in one simple step. The witch hazel will cleanse, the rose water will calm and the glycerin will hydrate and moisturize.

Vitamin C Toner: For acne, blemishes and skin discolorations, use the Vitamin C toner 2 times per day.
3 Corrective Serums

Select the serum that you need for your unique regimen; keeping in mind that your needs may change as your skin become more healthy and balanced or as the climate and environmental conditions change. For example, you may need a moisturizing serum in the winter months when the weather is colder, harsher and drier but you may need the Vitamin C serum in the summer months when you are outdoors and traveling more and just need to restore and replenish the skin from environmental wear and tear.

RESTORE VITAMIN C SERUM
$25 | [SP440]

Nurturing TIPS

Vitamin C Serum: Our Serums are designed to be used under your moisturizer to immediately restore and heal the skin. This extra dose of Vitamin C will reverse sun damage and rejuvenate and brighten the skin.
Step Four MOISTURIZE

Gives skin the drink it needs to maintain optimum moisture balance. We have created 2 moisturizers that can be used by all skin types to properly hydrate and heal your skin throughout the day and night. For oily skin types we recommend that the rejuvenating day cream to be used both as a day and night cream.

For Day

ALIVE REJUVENATING DAY CREAM

$25 | [SP390]

Moisturizing TIPS

A basic rule of beauty is that if you have dry skin, you should invest in a basic moisturizer. So how much should you moisturize? Your skin will tell you. When your skin is tight, it’s crying out for moisture. Be careful not to over-moisturize -- this can clog pores. Soul Purpose Alive Day cream is an organic natural cream suitable for all skin types. If your skin is normal and problem free you can use it both day and night for healthy, anti-aging, restorative moisture. For oily skin use it sparingly both day and night. Rest Restorative Night Cream can be used as a a under eye cream for both day and night.

For Night

REST RESTORATIVE NIGHT CREAM

$30 | [SP391]
At Soul purpose we have created a line of effective all natural and organic skin care to provide you with the best skin care products available on the market. We also understand that summer is coming and you may need a little help in adjusting your products and the way that you use them in warmer spring and summer months. Here are a few tips to get you and your customers on the road to beautiful skin this summer. These are not just tips for our products but ideas and advice on how to have beautiful skin no matter what products you use and what type of skin you have. Remember great skin involves good routines and practices every day.

SPRING & SUMMER
SKIN CARE TIPS
Switch to lighter skin care products for the summer, like a gel cleanser that rinses off as opposed to a creamy cleanser.

Serums are very useful in the summer. You may be able to skip a day or night moisturizer by just using your serum in place of one of them. Since many SPF creams are cream and lotion based you can use your serum in the day with an SPF over the top and then use the serum and night cream in the evening.

Lighten up.

Make Use of all of the lovey face cloths in your linen closet. Add a dollop of cleanser of your choice and massage it and rise off using the face cloth, it will cleanse and exfoliate in one easy step.

For individuals who struggle with redness particularly in the summer here is a helpful tip

“A facecloth soaked in ice water, then wrung out and held to the neck, cools the blood that’s flowing to the face and reduces redness. I do this in part for vanity, but also because, over time, chronic flushing can lead to permanently dilated capillaries on the face,” explains Mary P. Lupo, clinical professor of dermatology at Tulane University School of Medicine in New Orleans.

Raid your closet.
For a day of outdoor activities, I strongly recommend cleaning and moisturizing with our Nurture products and then investing in a reasonably priced SPF 15-30 cream to protect your face and body skin from the damaging rays of the sun. Once you turn in from the sun, wash and rinse off the sun block and dirt and grime with our vitamin C face wash and rehydrate with rest restorative night cream. Your skin will be nourished. And restored during your evening activities and while you sleep.

“Many sunscreens look white or ashy on dark skin. Zinc oxide and titanium dioxide are typically the problem,” notes Susan C. Taylor, founding director of the Skin of Color Center at St. Luke’s-Roosevelt Hospital Center in New York City. She recommends Neutrogena Ultra Sheer Dry-Touch Sunblock SPF 55 and her own Rx for Brown Skin Age Block UV Shield SPF 15.

Quit smoking!!!!!
Like you need another reason to quit? Seriously—it’s time. Because if you keep smoking, you’ll not only damage your health, but you’ll develop more and more deep wrinkles and blotchier skin tone. In fact, every decade of smoking results in a perceived extra 2.5 years of age, according to research published in Plastic and Reconstructive Surgery.

Monitor your drinking!
Now, we’re not taking away all your fun—you can still have a glass of something. But drink more than one cocktail a day, and your skin suffers. Alcohol increases the level inflammatory agents in the bloodstream—“which can hasten skin sagging over time,” says Fredric Brandt, a dermatologist in New York City and Coral Gables, Florida.

Sun protection.

Watch your vices.
5 Show some love.

Do not ignore your neck and chest because sights of aging show up in these places faster than you can imagine. Skin care doesn’t stop at your jawline. “These areas are almost always exposed, and yet they rarely receive the same level of hydration and sun protection as the face. But the skin there is more delicate and just as vulnerable to photoaging,” says Los Angeles dermatologist Howard Fein. The fix is simple: The next time you apply serum, face cream, or sunscreen or give yourself an exfoliating treatment, extend everything down to your décolletage.

6 Keep it clean.

Keep your tools clean, especially after a long and busy day. Eh, why bother, you think. Here’s why: Skip washing your brushes and you could wind up with muddied colors, clogged pores, and bacterial infections. Once every three weeks, lather brushes with a gentle shampoo such as Neutrogena Anti-Residue Shampoo, rinse well, and let them dry overnight or use wipes, such as Japonesque Parian Spirit Pro Brush Cleaner Wipes. Another option: Clinique The Brush Collection—they’re treated with a microbial solution that destroys germs. (You still have to wash them, but only about once a month.) My suggestion and the most economical is Dawn antibiotic dish washing liquid. It’s inexpensive and works really well to keep your brushes and all of your tools really clean.
Even if you’re sleepy quickly washing your face with the vitamin C cleanser will go a long way in keeping your skin healthy and avoiding unnecessary breakouts and blackheads. Letting skin marinate in makeup—not to mention a day’s worth of oil buildup—can lead to clogged pores and zits, especially if you’re prone to acne. “Your body temperature increases slightly when you sleep, which can enhance absorption of whatever’s on the surface,” says Rodan. “So you really want only beneficial ingredients on your face when you sleep.”

“Sleep deprivation causes stress, which can aggravate all skin conditions, including acne, eczema, and psoriasis,” says Karyn Grossman, a dermatologist in Santa Monica and New York City. “Sleep is also the time when your body repairs the damage from the day, and interrupting that process will slow down cell turnover.” In the short term, this can mess with the way blood flows to the skin, which can make your complexion sallow.
9 Work it out!

Get to the gym or go for a walk!
Along with lifting your mood, exercise increases blood flow to the skin, causing a healthy-looking flush. Both immediately and over time, it has been shown to decrease tension, which can result in better skin. “When you’re stressed, cortisol levels rise, and that leads to acne and other skin aggravations,” says Rodan. “Lessen your cortisol spikes, and your skin will become smoother and clearer.” (Of course, you should wash your face immediately after that workout.)

10 Calm Down.

Easier said than done, we know. But stress hormones increase oil production, which can lead to clogged pores and whiteheads. So make an effort to relax when needed. “Anything that reduces stress in your body—tai chi, running, sex, a warm bath—will make you have less acne, less often,” says Richard Fried, a dermatologist and clinical psychologist in Yardley, Pennsylvania.
or if you are a summer athlete, you can often benefit from freshening up with frequently drying out your skin while doing that. I strongly recommend our do-it-yourself Freshen Up kit which includes a Rosewater and Glycerin cleanser and some unscented, alcohol free wipes from the dollar store. Pour about 2 tablespoons into the packet of wipes and then use these wipes to freshen and cleanse the skin throughout the day. They are also great on airplanes, after gardening, tennis, long drives or relaxing by the pool. Your skin will be cleansed and refreshed.
For more information on our Nurture Skin Care Line, visit www.soulpurposenurture.com

- In Depth Product Information
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