

THE SKIN REGIME

**BOOT CAMP
FOR BEAUTIFUL SKIN**

DANA RAMOS
FOREWORD BY DR. DAVID BANK

The Skin Regime
Boot Camp for Beautiful Skin
2nd Edition
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What beauty writers' wrote about *The Skin Regime; Boot Camp for Beautiful Skin* (1st edition)...



"If you haven't read this book, then what are you waiting for? You will learn so much, even stuff that top skin companies don't want you to know."

Laurie Ann of *Beauty Makeup and More*



"I have done a great deal of research about skin-care and love hearing different opinions on the proper way to take care of your skin, such as how to improve fine lines, acne scars, acne, melasma, etc. I whole-heartedly agree with everything [the book] recommends. The book is a great, easy read that provides a TON of information and literally answers every skincare question you could possibly have, focusing largely on the face (but even touches from the hair to the feet). I love the blatant honesty, about what WORKS and what DOESN'T work. We, as consumers, are sooo easily swayed by packaging and marketing, that we lose sight of what we are even buying! The book will give you a VERY easy, inexpensive way to drastically change the appearance of your skin by taking a few short weeks of "boot camp," using peels along with products you can pick up at your local drug store. [The peel] sloughed off the top layers of my skin to reveal brighter skin underneath, fading dark spots and softening fine lines and rough patches. I am so excited about trying her skin Boot Camp!" **Janine of *Janine's Beauty Favorites***



"Dana's book deserves an excellent score because it's such an enjoyable read, and I've learned a lot

from it. She speaks to you as an average consumer and explains many beauty myths and skincare questions with relatable examples and ideas. Her occasional humor also adds a fine touch to the book, and overall this is not just for a beauty enthusiast but anyone who wants to learn the truth about cosmetics industry. As for the peel, it's a great way to achieve flawless skin effectively and inexpensively." **Angela of Unprofessional Beauty Blog**



"My pores were small after the first time using the peel. This is the most clear my skin has been since I was about 10 years old." **MP of MP Beauty**



"...I'm ready to shout it from the rooftops, because truly... the stuff works. This is a big deal for me. To have consistently well-behaved skin is something that I've constantly strived for, but never been able to achieve. And when I tell you that I've used all manner of creams and lotions and potions, believe me... The peel takes no longer than 5-8 minutes start to finish. That's application, wait time, rinse, and moisturizer. I do it at night before bed, and wake up the next morning to insanely smooth... clear skin." **Shahada of Shahada Karim**



"As a young woman who suffers from congested skin and craves amazing skin, I really enjoyed this book. I loved reading about Dana's story and all the tips and tricks when it comes to skincare... It's a great book for any skincare enthusiast. Easy to read as well as being interesting and informative. I'd never tried peels before but heard great

things so I was super-excited to give it a go... the days after the peel my skin became very flaky and began to peel. Underneath revealed lovely glowing, healthy looking skin... well worth it the results..." **Shannon of Raspberry Kiss**



I've used the peel 3 times now and I've got to say I'm very impressed! ... It leaves my skin so smooth and soft immediately afterwards, and I have definitely seen an improvement with my skin overall, my dark marks are beginning to fade, and with continued use should hopefully disappear altogether! My pores also look smaller, hooray! **Fiona of The Beauty Fiend**



"I couldn't wait to test out the 1-4-All Peel. Why you ask?!? Well, it is one-of-a-kind! It is layer-able. Instead of buying different formulas, you can just buy one peel and adjust the strength as you apply it! One layer = a mild peel, 2 layers = a moderate peel, 3-4 = a strong peel. Since following Boot Camp I have noticed that I am not wearing foundation as often to cover up my blemishes. My acne has ended for the most part ... I also no longer have to buy tons of expensive products to keep my skin looking amazing! It's amazing how some of the products are such simple solutions to my skincare regimen." **Kristy of Giveaway Train**



"The Skin Regime; Boot Camp For Beautiful Skin takes on the beauty industry and reveals the truth about skincare. This book is the answer to my skin woes. I have some sun damage that I would really like to minimize if not completely eradicate! The steps are extremely easy

and simple to follow. [After the peel] I had cleaner and surprisingly softer skin! I've been doing [Boot Camp] for about two and half weeks now and I gotta tell you I'm loving my skin! ... Boot Camp lasts between 6 to 12 weeks depending on your skin and I've already noticed some improvement... I can't wait to see what it looks like at the end. It is a very easy and quick read. Dana is very honest in her writing... a 'tell it like it is' kind of women, which I loved." **Tabitha of 3 Boys and a Dog**



"I would definitely recommend reading this book as it really does change your opinion on some of the 'novelty products' on the market. It also gives you information about makeup and how to use peels at home, safely and effectively. [After the peel] my skin was left looking so radiant and smooth. I felt instantly revived and it was much more effective than using endless amounts of expensive face masks and other treatment. People are often scared of face peels but I have a young skin that is oily and spot prone and I could not believe how brilliantly this worked on my face." **Kirsty of Beauty Wonders UK**

Reviews continued at the back of the book—

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A CHALLENGE TO MAJOR COSMETIC COMPANIES

("Oh, no you didn't"...)

We at The Skin Regime have an on-going challenge to any major drugstore or department store cosmetic/skincare line. We are asking them to go up against the products and techniques suggested in *The Skin Regime; Boot Camp for Beautiful Skin*.

We suggest taking a handful of women (and a man or two), have them use the Expensive Skincare company's products on one side of their face, and The Skin Regime Boot Camp suggestions on the other. After a few weeks, let us compare.

If any company's products even come close to the great results that can be accomplished with The Skin Regime, we will donate to their charities and promote them in future revisions.

If they fail, we get "bragging rights" and the company will donate to The Skin Cancer Foundation and other wonderful charities of our choice.

So far, no one has taken the challenge. Wanna know why? Read on...)

Oh, yes we did! It's ON. Bring it!

Foreword by Dr. David Bank

I'm very pleased that my friend and patient, Dana Ramos, has written *The Skin Regime: Boot Camp for Beautiful Skin*. As a dermatologist, I am alarmed by the harm I witness in my office, such as people who don't protect their skin from the sun and arrive with severe damage or cancerous conditions, and the newest trend of people buying strong acid products off the internet and burning themselves because they aren't fully educated on how to safely use those products.

And I groan when I see people spend hundreds or thousands of dollars on bogus "miracle" creams that do nothing but waste your money.

I have made it a personal goal to inform people about harmful skincare practices and fraudulent products—and to show them how great skin can absolutely be accomplished using inexpensive products, or medically-accepted and proven methods—methods that are used widely by reputable physicians, and really work.

In this book, Dana Ramos uses humor and in-your-face bluntness to tell the truth about skincare—and sometimes that means telling you what can NOT be attained (at least, not yet) either by products or medical intervention—for instance, *The Skin Regime* reveals the truth about cellulite treatments.

More truth—you can get great skin with inexpensive methods, right in your own home.

Another truth—sometimes people have skin issues that cannot be battled at home—like cystic acne or severe rosacea. But thankfully, those disfiguring conditions can also be treated medically, painlessly, and often inexpensively by dermatologists armed with the latest inventions in skincare, like lasers that can remove or improve scars, wrinkles, and more.

The Skin Regime is a no-holds-barred guide to truth versus fiction. Stop wasting your money on useless products, and find out what you can really accomplish on your own, or with the help of a physician.

Sincerely,

Dr. David Bank, New York
TheCenterForDerm.com
June, 2012

PART ONE

Introduction to The Skin Regime

That is an UNTOUCHED-UP PHOTO of me, Dana, on the back cover of *The Skin Regime* and on the website: I have on no makeup base or foundation—just sunscreen and moisturizers. Really—that is *my* skin in full bright sunlight wearing only eye makeup and lip color. No blush, no cover-up, no retouching, no airbrushing—nothing. Not even taken by a pro photographer—just a good close-up and decent camera (photo by James Robinson).

At age 52.

People come up to me all the time—mostly people I have never met—and comment on my “gorgeous” skin and ask me what products I use. Or they say how lucky I am to have such great *genes* that gave me such great skin.

I’m flattered of course—but *lucky*? No, dear. I WAS NOT BORN WITH GREAT SKIN. Far from it. It took me years to learn how to battle numerous skin problems and discover what worked to cure them. And furthermore, I learned what

would work *beyond* just curing my skin problems; I wanted to know how to attain truly great, dewy, glowing skin.

Those of us involved with *The Skin Regime* are committed to telling you the TRUTH about skincare and skincare products.

Here is the truth: You can have great skin at any age and you don't have to spend a lot of money.

Why did you write this book?

For you, for myself, and for good causes.

I came up with *The Skin Regime* concept because people were asking me how, at my age, I had such great and youthful-looking skin. I began spending a lot of time chatting to people at the gym or in stores, and writing long, explanatory emails or on phone calls telling friends—and some people I barely knew—about my skin story and how to get great skin. Sometimes I would simply say, “Just go see a good dermatologist.” But a lot of people didn't want to spend the time and expense for a doctor if they could do something on their own.

They just wanted to know my personal regime.

Finally, a light bulb went off and I figured I might as well write down everything I learned over the years from my own doctors and let the average person make their own decisions on what they want to try, or not try.

After you read the truth, you'll be armed and ready to decide whether you want to do it yourself to get great skin at home, or you'd prefer to attain great skin under the care of a good cosmetic dermatologist.

Kind of like deciding if you want to take up jogging to get in physical shape, or work out with a trainer.

I also decided to write *The Skin Regime* for myself. I figured I might as well make a few dollars for the time and effort spent telling people about my skincare regime. Now, when someone asks, “Tell me all about how you got such great skin,” I can point them to the book or tell them to go to the website.

It bothers me to see people getting ripped off with phony creams and promises made by some companies. I want to get the truth out there.

I am also committed to help make the world a better place by reaching out to good causes and worthwhile non-profits and donating some of my book proceeds toward them.

First, let's look at some of the biggest skin myths:

SKIN MYTHS BUSTED

1. The Best stuff for your skin costs more. This is the biggest lie. The Cosmetic Industry wants you to believe that, as well as the lie that their products work better than what dermatologists recommend. Truth: The salon and doctor facials/peels that cost over \$100 a pop—you can do them safely and effectively at home for a cost of about \$6 (six) dollars per treatment. And for daily care? Dove soap and Lubriderm or Cetaphil moisturizers (or other mild drugstore brands) are pretty much all you need.

2. It is too risky to give yourself a “peel” at home. Wrong. If you start with the lower strength peels—like the salons use—you will find it surprisingly mild, yet amazingly effective. The trick is to know what to use and how to do it. And you might not “peel,” but only get a little flaking—maybe. This is what *The Skin Regime* teaches you, and it is backed by one of the most reputable dermatologists in the country.

3. Good skincare is a huge time commitment with lots of products. So wrong. Of course, the big department store brands want to sell you pricey toners and lotions and serums and eye creams and masks and on and on. You only need three basic things: A mild soap, a mild moisturizer, and sunscreen to protect your skin. This is proven, and all good dermatologists will tell you the same thing.

4. The best new stuff comes from beauty company laboratories. No, the latest fad stuff usually comes from them. They love to throw out words like *peptides* and *hydro* this-or-that, and *radical*, *revolutionary* and so on. Would you trust a gal at the beauty counter to treat your flu? Then why do you trust them to treat your skin? The established medical community has the stuff that is universally recognized as safe and effective for the skin—such as tretinoin and retinol creams, hydroquinone, glycolic preparations (in the right strengths, not what is usually put in beauty company creams).

5. All-natural products are the best for your skin. Not necessarily. Sure, coconut oil is a great moisturizer, but for the most part, all-natural products are loaded with chemicals and they are no more effective than reasonably-priced products that have proven ingredients.

What is *The Skin Regime*?

THE SKIN REGIME: Boot Camp for Beautiful Skin reveals simple truths and formulas that will get your skin into shape in just weeks—the way a fitness regime would get your body in shape if you worked out for several weeks.

Think of it as “boot camp for the skin.”

After you get your great skin, we explain how you can easily maintain it.

Do you have “bad,” “not so great,” or “blah” skin? Maybe some breakouts, or discoloration due to age or sun-damage or hormone changes? Fine lines, old acne scars, spots, uneven tone, large pores? Dull or dry skin?

Did you ever wish you could simply scrape away the top layers and get glowing, natural, healthy skin?

So did I.

You’ve tried so many creams and preparations and promises. You’re embarrassed that you fell for the charming and enthusiastic sales pitch in the department store and bought the Expensive Skincare Line that ultimately disappointed you.

And you have done that more than once, right? You have wished you could get back the money on all the preparations you have tried over the years. I bet you’d have enough to buy a new car with all that wasted money.

You *wanted* to believe in the medical-sounding products you saw heavily advertised in magazines or on TV. The “Doctor-this” or “Doctor-that” Skincare Line, The “New” or “Revolutionary,” or “Secret” formulas showing fake or

touched-up photos with heavily-made-up actresses swearing this was the “greatest,” the “best.”

You wanted your latest purchases to really work, for once. You were seduced, you fell for it. You thought if it said “doctor recommended” or “clinically proven” or “all-natural,” it would work—it would really *really* work. This one would be the *one*.

But you ended up frustrated and disappointed—again. Yeah, so did I.

There are hundreds of competing products and skincare lines out there. And most of them are so *expensive*, or ridiculously over-priced! There is a vast array of dermatology and skincare websites and books and articles in magazines—and they all have different products they are pushing.

You wish you knew what really works, and wish it didn’t cost so much. But you’ve given up on all the promises. You don’t even want to put out the effort anymore.

Yeah, that’s how I felt, too.

Well, here’s the thing. For the most part, those good-looking, seductive lounge-lizard products simply entice you and betray you—but there *really are* products that work. And they are reasonably priced if you know which ones you are looking for and where to get them.

And this is the bottom-line truth: *It is all about the key ingredients in the products, not the name on the product.* Even though the Expensive Skincare Lines *sometimes* contain those key ingredients, they are most likely low-strength preparations dropped in luscious-looking glass jars. You end up paying for a watered-down impotent product—and very little of it—in pretty packaging that costs more than the key ingredients.

The reason these companies don’t make their products with *effective* strength is because they are going after as many consumers as possible and they don’t want to deal with complaints and product returns from mild side-effects that are NORMAL when you begin using the products (such as some irritation, or a possible temporary increase in break-outs). The companies just want the largest bottom-line consumer base to make the most money possible.

Those products with low-strength ingredients will not do the job, and many other “special ingredients” are bogus or unproven substances that do virtually nothing for your skin. Usually, it is all about some passing fad, like some fruit or berry or other food-item allegedly “discovered” for skin benefits.

And collagen—supposedly used in all those anti-aging preparations? Ask any honest doctor: You can’t implant collagen in skin with a cream any more than you can remove cellulite in a cream (more on that in Part Five of this book).

There are even some absurd products that use crushed or liquefied gold or pearls in skin preparations. And what exactly does anyone expect from wasting money like that? According to most dermatologists, you are more likely to end up with irritated skin at worst, and nothing at best.

The list of lies, fakes, phonies and frauds is so long, it would take another book just to write about them.

But this is not a book about all the baloney and bogus stuff out there, this is a book about THE TRUTH and WHAT NEARLY EVERY DERMATOLOGIST AGREES are the ingredients and methods that absolutely ARE effective, that can help you get great skin, healthy skin, glowing skin.

Getting great skin is about knowing how to use the right ingredients in the proper combination for results. You need a regime (some people call it a *regimen*)—like you would need a diet or exercise regime to shape up your body.

The Skin Regime: Boot Camp for Beautiful Skin, takes only a few minutes a week to develop an entire new look and feel for your skin.

The Skin Regime uses guerrilla tactics, too: Attacking your skin problems quickly and effectively with a few critical products that really get in and get the job done. It reveals the important working active ingredients—they are generic ingredients—and how to use them. This way, you can find your own favorites in preparations with the proper strength, or use ours.

We have also created a website where you can find information and resources on these inexpensive products: TheSkinRegime.com. Feel free to explore product brands that best suit you, or use ours. For the peels, we encourage you to call respectable companies and ask for sample sizes and information on how to use their particular products (The Skin Regime 1-4-All Peel is currently available in sample sizes). Tell them you heard about them from The Skin Regime and that you hope to report favorably about them to us. Hey, in this day and age, you deserve to have the best customer-service experience and we want to know if there is a company out there who should—or should not—be on our list of “recommendations.”

Once you learn about the essential ingredients and products that really work and start acquiring your favorites, just be sure you deal with trusted companies who have been

selling their products at least for a few years. And we know you’ve been burned so many times—so we encourage you to get on the web and compare other reputable companies and prices to assure yourself.

Remember: There are no “secret” ingredients that really work. The effective products are no secret at all.

Remember, too, that all skin is individual. You must find products with the right strength for *your* skin-type, and do patch-tests of all preparations and products before you put them on your face.

I’ll explain it all in this simple, direct, honest book.

I didn’t invent anything in this book, and nothing is “secret” information. I researched and worked closely with medical professionals like Dr. David Bank, and made sure all the information is accurate and up-to-date as of this writing. Using all this information, “we” are going to sweep away all the clutter and expense and tell you the *truth* about the products and the *truth* about what works and what to do to get amazing, glowing, smooth skin—for far less money than you would have to spend with cosmetic treatments and facials at skincare centers.

Wait a minute. Are you saying all facial treatments at doctor’s offices or salons are bogus?

No. They are not all bogus, though *some* are. You’ll understand the difference after reading *The Skin Regime*. If you use a trusted cosmetic dermatologist, you can be pretty sure he or she is using great products.

There will always be people who need or want to go to dermatologists, or those who simply prefer having a professional give them facials and peels. Just like some people prefer to have manicures at a salon, whereas some do their nails themselves (and more on that in Part Six of this book!)

Some people need much stronger treatments for more unusual skin issues that simply must be handled by a physician—and you may be one of them. After reading *The Skin Regime*, you'll be able to make that decision.

But many people simply don't have the kind of time and money to go to fancy doctors and salons. And worse—a lot of people are burning their skin by buying stuff on the internet and trying to do things themselves without knowing what they are really buying or how to do things properly. Then, they end up HAVING to go to a dermatologist to fix the damage!

We're committed to telling the truth about skincare, and that includes letting you know what you can do yourself, safely. You can then use the money you save on exploring other treatments you may want—such as for Botox or injectable fillers (more on that coming up, too!) Or new clothes!

If all the stuff out there is fake or useless, how can these companies make the claims and advertise like they do? Won't the government crack down on them?

Our government agencies can barely keep track of much more important issues in our country. Do you think they have the resources to go after companies that make

you believe you are going to get a facelift from a jar, or lose weight by taking a bogus capsule, or achieve “male enhancement” from a cream or pill? Sure, if some product starts killing people the regulators will get on the job, but they can't go after every fraudulent claim out there. Regulatory agencies like the Food and Drug Administration and the Federal Trade Commission simply can't keep up with the outrageous claims and false advertising that skincare products make any more than they can stop other outrageous and hyper-promised products. And by the time they get around to slapping the wrist of a deceitful company, the hoaxer wiggles out with a slight change of name or advertising, or they modify their claims a little.

For instance, a hoax ad might claim, “According to medical experts, this cream will lift and rejuvenate your skin.” Which it won't, but if they even get caught, maybe they get a slap on the wrist. So they promise not to advertise that again. A new slogan will then say, “According to medical experts, this cream may lift and rejuvenate your skin.”

Did you catch the difference? One little word-switch of “will” to “may.”

There are numerous examples of that sort of hoaxing word-play in skincare, diet products, hair restoration products, male enhancement ads, etc. And even in politics!

Too many businesses thrive on this sort of nonsense, but if you believe that a cream will give you results like a surgical face-lift, or remove cellulite, then it is time for a reality check.

We understand the desire to believe—we all want to believe in miracles, or that a product will do what it promises to do. But stop wasting money on delusions and fantasies.

You'll feel better when you get results from the products that indisputably do work and live up to their manufacturers' claims.

You don't have to believe us—get on the web, or visit a trusted and certified dermatologist and ask about various ingredients and products. In the appendix of this book, we list some resources if you want to get the really techno-medical sources and geek info on this stuff. There is simply no denying the evidence and truth.

And you probably don't want to hear this either, but you know those "all natural," "preservative-free," "holistic," and other whatever-is-the-latest-buzz-word products that come out with claims and so-called "clinical trials?" Most of it is bull. Bull, bull and more bull. First of all, many *chemicals* can be called "all natural," because they are essentially derived from nature. And many self-proclaimed all-natural products are actually harmful! You also need to consider that some common herbal products and vitamins can have far more harmful effects than the chemicals used for skincare. When used properly, chemical preparations can be safer than what you find in a health-food store.

And lest we forget—plenty of people have allergies to all-natural products (peanuts, pollen, etc.), and nobody likes the all-natural plant called Poison Ivy. If you think "all natural" or "holistic" automatically translates to meaning "better," you are gravely mistaken.

Get honest with yourself: You use hair products, deodorants, nail polish, tons of body lotions. You drink wine, breathe modern-day air, eat processed foods and vegetables grown with chemical intervention—no matter how

much you try, you can't get away from all this. You drink sodas and caffeinated beverages, eat candy and brush your teeth with a toothpaste filled with ingredients that sound like they should be used in nuclear reactors instead of something you put in your mouth. But you want to worry about a little bit of a product containing a little bit of a chemical that you put on your *face*? You probably poison yourself a hundred times worse by eating a bag of Cheezy Chips than you would with months worth of the facial products listed in this book.

Have you taken an honest look at *your* face?

Have you really looked at your face the way other people see you during the day? In other words—not only in front of a bathroom mirror? Grab a mirror and walk over to a bright window. Better yet, step outdoors.

Take a good look.

Yes, that is what your skin really looks like. The makeup really shows *that* much, the skin really is *that* uneven.

Now take a look at a part of your skin that has never seen the sun—like your breasts or your butt. Surely there has to be *someplace* on your body that has never seen the light of day? (Maybe you better go back inside before you do this check).

You see how smooth and nice the un-sun-touched skin is? Do you realize that *all the skin on your body* would look like those hidden places if your skin had been cared for properly and protected your entire life?

Don't cry over the past: Following *The Skin Regime* can repair a lot of the damage you have done to your face, and get back much more gorgeous skin. But you will have to follow the plan, which means no more sitting out baking yourself in the sun.

More on that in a bit.

How long does *The Skin Regime* take?

With a time investment of only a few minutes or seconds each day, you will notice a positive difference in the first two weeks of Boot Camp, and a *major* difference in six to twelve weeks. When you have attained the great skin you want, you will go on *Maintenance* and your skin will continue to improve with proper care. *Maintenance* will take only seconds a day.

What about the food I eat? Do I have to give up chocolate and fried foods or go on a special diet?

No. This is not a diet book. Furthermore, the "some foods cause acne" myth has been largely debunked, as medical geek sites and any modern dermatologist will confirm. Chocolate and fried foods really don't make acne worse for most people. We encourage a healthy diet of good foods and vitamins for overall health and beauty, but you do NOT have to do any special diet for *The Skin Regime* to gain remarkable benefits for your skin.

However, if you notice a reaction to a particular food you eat, you could have an allergy or sensitivity. Avoid that food. Common sense!

But do try to drink a good amount of water each day for proper hydration and many other health benefits.

Is it all about the face?

No, we don't stop at the face! The skin organ covers your entire body, and there are trouble spots everywhere, so we address the entire body. We focus on the face first and foremost because that is what 99 percent of people see first.

Your face is your calling-card, the first thing people see and evaluate about you, and most important for first impressions. And your face is the reason you picked up this book—having dewy elbows is not the most important thing to you.

But be assured, *The Skin Regime* will also reveal how to get great smooth lips, elbows, hands, and feet. We'll tell you how to get rid of those pimply bumps on the back of your arms and butt and thighs and how to get an all-over smooth, glowing body that feels better, looks better, and feels nice to touch.

And there will be some facts and tips about getting smooth shine to your hair.

All with products that cost a fraction of what it costs with those Expensive Skincare products.

Who Can Use *The Skin Regime*?

Anyone at any age—who is NOT PREGNANT. Most people can use most of the products in this book (cleansers, moisturizers, sunscreens, etc.), even if pregnant; but for any of the medical or peel products, please first consult with your doctor first.

If you have moderately troubled skin without severe skin problems such as cystic acne or lesions or hypersensitivity—*The Skin Regime* will most likely improve your skin dramatically.

With many at-home peels, you may not actually “peel.” Instead, you might only get mild flaking or slight peeling, or no peeling at all. It doesn’t matter if you don’t actually get peeling skin—the benefits of the ingredients go deep and do great things for the skin.

Is it hard to do *The Skin Regime*?

Look, we are not rocket scientists and we can do it ourselves, and have been for years.

If you can read and follow simple instructions then you can do it, too. The peels described in *The Skin Regime* are mild and designed to work over several weeks, they are NOT heavy-duty chemical peels that should only be administered by a doctor. But with this gentle peel regime spread over several weeks, you’ll get similar or possibly better effects than those harsher one-time only treatments.

There is nothing brand-new in this book; *The Skin Regime* is based on many dermatological and medical/esthetic skin facials that use the same ingredients and often the exact same products. Having facial peels through a dermatologist or “medical” skin store or spa costs thousands of dollars because you need to do several facials over the course of several weeks. One is not enough. *And at \$150-200 for each facial, plus home-care products?* That adds up to quite a bit of time and money!

With *The Skin Regime*, you can get great results with much of the same common ingredients and the same science behind the methods.

Don’t forget—we are talking about the popular mild facials and peels that dermatologists, estheticians and salons do—not the heavy-duty one-time peels that use caustic levels of chemicals and are designed to create a drastic peel that takes days or weeks to heal. Those types are often done by specially-trained physicians to treat severe issues and scar removal.

Even though there are companies that sell strong acids that can burn your skin like that—you must never attempt such drastic measures at home. If you have severely scarred skin that needs a strong fix, you must seek improvement through licensed physicians trained in these procedures.

Bottom Line: *The Skin Regime* will improve your skin tremendously, but is too mild to remove severe scars or wrinkles.

The Skin Regime is not a facelift (duh), and won’t lift sagging skin (no cream on earth can do that, only surgery). *The Skin Regime* cannot fill out deep lines like injectable fillers can.

But products noted in *The Skin Regime* can improve the tone and look of your skin significantly, and many fine lines

Research shows that no two dermatology experts agree on every single aspect about skincare, but virtually *all agree* that the main products listed in this book REALLY DO what they say they will and that these products have revolutionized skincare. They *all agree* about the severe damaging effects of the sun on skin. Disagreement is usually about the newer and less-tested products that show promise but have not been overwhelmingly proven to work. *The Skin Regime* does not include “promising” products, only the absolutely-proven ones. But, like following a diet, you do so at your own risk, reward and liability.

should disappear. The typical follower of *The Skin Regime* will diminish discoloration, dullness, large pores, age spots and sun spots. Noticeably. Very noticeably, not the “*honey, I’m not sure... do you see a difference?*” kind of improvement. Check out some of the un-retouched photos on the TheSkinRegime.com for examples.

If you are already going to salons or skin spas and it *isn’t* working for you, then

try *The Skin Regime*—the products your facialist is using may *not* be the ones that really work. Read this book, then ask them what they are using so you can compare and make decisions going forward.

What if my skin is pretty good and I just want to keep it that way, or make it a little better?

We have plenty of suggestions that don’t involve doing peels—or maybe doing a mild peel once in a while. If you read *The Skin Regime*, at least you’ll know if you are wasting money on products you don’t need or on expensive products that can be replaced with better, less-expensive ones. And—you’ll learn what you might be doing that is really bad for your skin, and how to prevent problems in the future.

What about guys?

Guys are really getting into looking better these days, aren’t they? In 18th century Europe and America, they used lots of makeup and wore powdered wigs and frilly clothing that were incredibly fussy and silly, and then they seemed to go back to cavemen days—where they stayed a long time. A very long time. Very.

Thank heaven that’s changing again. Guys often hate to admit they are taking special steps to look and feel better about their appearance. And they don’t want to use “women’s stuff”—so cosmetic companies slap a man-label on their moisturizers and the guys think they are getting something different or made in some sort of manly way for manly skin. Sometimes there are higher concentrations of some ingredients of some products, but it’s mostly psychology. Kind of like how guys call their handbags “messenger bags,” because

there is *no way* they are ever gonna admit they are carrying a purse!

It's okay guys—you can buy this book. You can follow *The Skin Regime* and get better skin. But a problem could come up with your shaving ritual. While you're in the "Boot Camp" phase of *The Skin Regime*, you might like to switch to an electric razor in order to avoid irritating your skin—those multiple-blade razors they make these days can cut real close and irritate your skin and you don't want to do *Boot Camp* on irritated skin.

If you do follow *The Skin Regime*, use only moisturizing lotion as your lather and after-shave. Once your skin has been through the *Boot Camp*/peels phase and you are on *Maintenance*, you can return to your regular razors, although it is best to get rid of any alcohol-based after-shave.



Warning: *The Skin Regime* is NOT for people with severe or cystic acne, open lesions on the skin, or issues of hypersensitivity to skin products. If you have rosacea (chronic red and bumpy patches on the skin), psoriasis, eczema, or another illness, you should first see a dermatologist to correct your severe issues. Afterwards, you can begin *The Skin Regime* to take your skin to the next level of greatness.



No Sunbathing! If you are hooked on sun tanning or tanning salons—put this book down *immediately* and come back when you come to your senses! You ended up with problems thanks mostly to sun damage, and *The Skin Regime* will help reverse the effects of

that damage and give you a fresh start. However, it will leave your skin vulnerable for *even worse* damage by the sun if you expose your new, lovely skin to harmful, skin-ruining rays. Would you put a baby in the sun without sun protection? Of course not! So you must not do that to your skin, ever again. Be committed to using sunscreen if you will be in the sun more than a couple of minutes. If you cannot make this commitment, please do not use the products and techniques in this book.



If you are pregnant or thinking of becoming pregnant: Please wait until after you have the baby before using medically-based products or beginning *The Skin Regime*. Some of the products are safe for pregnancy, some are *maybe* safe, and some are not. But why take the chance? And you may develop hormonal discoloration and other issues during or after the pregnancy. *The Skin Regime* will be there to fix your skin afterwards, so put this book on the shelf with the books that tell you how to change a diaper or find time for sex-after-baby. Can't hurt to wait until you are finished breast-feeding, too. We'll wait for you.

Do I have to use only the products you list for *The Skin Regime* to work?

If you want to spend money on luxury moisturizers and makeup because it makes you feel good—well, it depends.

After all, a massage won't cure you of tension forever, but it makes you feel good and it is harmless and has positive benefits. You may have some body lotions you really love and want to keep using. It's your money; knock yourself out. But to get great skin, make sure you go for the *key ingredients and strength of preparations* of the products listed in *The Skin Regime*. And we strongly suggest avoiding anything with perfumes or extraneous ingredients because it can really irritate your new "baby" skin. Stick with the kinds of products suggested in this book and you'll be playing it safe.

Can I wear my makeup while doing *The Skin Regime*?

Absolutely. You may wish to make adjustments to different kinds of makeup as your skin begins to change. And after your skin is glowing, you will probably want to show it off by going "nude." We'll discuss makeup and give some no-nonsense recommendations in this book.

Is *The Skin Regime* Safe?

We think what you want to ask is, "Is this safe to do *at home*?" The answer is, "Yes, if you use common sense and follow the directions." Follow the instructions carefully, don't overdo it, and use common sense—same as if you were taking a new vitamin or medicine or starting a diet. You will know when you need to back off something that might be over-irritating your skin or if it is not working as it should.

We'll also remind you to test all products on parts of your body before trying them on your face, as a precaution. We'll suggest modifications for people with different skin types.

Of course, even in a dermatologist or skincare office, there are no guarantees that you won't have an allergic or bad reaction. Everyone is different—whether you are trying a new diet or exercise regime, you never know until you start if you will be that one in a hundred that needs a modification from what works for the other 99 people. That is why you must use your common sense.

What about the science behind *The Skin Regime*?

This is not a textbook on skin! You can get plenty of geek and techno info on a lot of websites, and there are some great books written by doctors which go into all the medical terms like *dermis*, *epidermis* and *subcutaneous* (your eyes are already glazing, right?). Those sites and books go into all the reasons why the products do what they do. We list favorite resources on TheSkinRegime.com website if you want to explode your

Expensive brand-name products often contain some ingredients that work, but not in the essential percentages that work. Using more of a product will not "add up" to the correct percentage. A 15 SPF sunscreen plus another 15 SPF sunscreen does NOT add up to 30, even if you put on two layers—or more! And a 4% glycolic product plus another 4% glycolic product will NOT equal 8%.

brain by reading the medical literature. The point of this book is to cut to the chase and give you basic cold, hard facts and the info you need to get your skin looking terrific in a few weeks. This is *Boot Camp*, baby!

The Truth about Expensive Skin Products:

Boy, some Expensive Skincare companies are upset with me for writing this book! But the truth about those expensive creams and cosmetics? You are paying for the advertising, the name, the marketing, and the salaries of everyone working at the company.

Example of a revelation that will tick them off: There is virtually no difference between well-made glycolic-acid preparations—expensive or inexpensive. But there is a big difference in strength (potency) depending on the percentage of glycolic acid used and the buffering agents used to make the preparations less reactive with the skin. The same is often true with well-prepared products that contain the other important ingredients that you need for *The Skin Regime*. Often, the same factories make the *exact same cosmetics* for dozens of companies—they simply slap different brand names on the products. And they certainly slap on different prices, depending on how glitzy the brand-name is and how much they had to pay for the fancy jars and fancy marketing, not to mention the multi-million dollar contract for the celebrity spokesperson! We personally believe they also mark up the price if the name sounds French, but that is an undocumented theory.

And about those celebrities? Many of them are probably going for expensive skin treatments or to cosmetic dermatologists that perform very similar or identical techniques we reveal here in *The Skin Regime*. Those stars aren't getting that skin only from the products they promote. Very few people are born with genetically fantastic skin. We have to work at it, and so do they.

And don't forget—the ads of celebrities you see in the magazines are airbrushed beyond reality. There are even some lawsuits going on because of some misleading ads.

NONE OF THE PHOTOS OF THE SKIN that we feature on TheSkinRegime.com are airbrushed or touched-up. NONE.

You can see what *real* skin looks like on *real* people—and what the peels look like during the peeling phase, and after the *Boot Camp* phase when more glowing, radiant skin emerges.

Why don't most of the expensive and brand-name skincare products work as well as those described in *The Skin Regime*?

Simply because the brand-name products cannot make the products strong enough if they are going to market to a wide consumer base. If they did make them strong enough, they would have to write a whole book (like this one) explaining exactly how and why the products work and how to use them and what to expect. That would be a marketing nightmare for these companies that are going after mass-market consumers! They don't want to spend time dealing with

people who have questions about why their skin is flaking or turning red during a peel, or explain how to make adjustments in products and how to maintain their skin. And without the explanations, people will use the products and return them, thinking something is “wrong.” That would be unacceptable for these companies; they want to spend as little time as possible, reach as many consumers as possible, get as wide a base of sales as possible. Their approach: Just shut up and buy the stuff and you’ll look like Halle Berry or Nicole Kidman.

We’re not saying those products are all useless—some of them can work pretty well for *Maintenance* if you know what to look for. But why bother when you can get products that are far less expensive and work far better for you—products we will tell you about in *The Skin Regime*.

This book will tell you *exactly* what to look for in your preparations and how to find the best preparations for the least price. Sometimes, the best stuff at the best price comes right off the discount shelves of the drugstore or supermarket. We’ll tell you everything you need to know.

A Word to Dermatologists and Other Skin Estheticians:

We know you are not happy that we’re revealing the low-priced in-home way for people to get great skin. We’re like disloyal magician’s assistants writing a tell-all book on how you do your magic tricks.

Because we’re giving away the blueprints to the magic tricks, some of you will denounce *The Skin Regime* and insist

that people should “not try this at home.” You will insist they must come to you instead. Don’t be a hater! We love you guys and gals and we repeatedly suggest that anyone who has concerns and questions, anyone who is unsure of trying something on their own, anyone who has severe discoloration, severe acne, hypersensitivity or other troubling conditions, should *go to a dermatologist who specializes in cosmetic dermatology*. We give all the warnings and caveats as we go along, so relax. We’re not taking any business away from you—we’re writing this book for people who don’t want to spend a fortune to get expensive treatments, or who don’t have the time to deal with office visits.

If I have severe skin issues, why do you suggest a dermatologist and not an esthetician or facialist?

If you have severe skin problems or hypersensitivity, you really should see a dermatologist—a medical doctor who is highly trained to treat a variety of skin issues, including skin cancer. Facialists and estheticians are trained to give *facials*, not to treat severe issues. They can be helpful, but they are not trained to cure skin illness or disease. And many of them are worthless if they aren’t using the products that are effective.

Dermatology as a medical specialty used to focus solely on skin diseases, rashes, and pimples. Now, with all the new ways to improve skin and reverse sun damage, many have expanded into everything from treating skin problems to injecting Botox and using lasers for purely cosmetic

purposes. Not all dermatologists are *cosmetic dermatologists*, although the field is moving rapidly in that direction. When you call a potential dermatologist be sure to ask if they have all the new bells and whistles for cosmetic care and not only a practice that treats skin disease.

Dana's skin story:

I swear to you, I was not born with great skin. In fact, I suffered with bad skin and acne until I was 32 years old. Okay, yes—I was *born* with great skin like most babies are, but starting at age eleven, I began breaking out with pimples. Lots. And then breaking out more as each year progressed into adolescence. I tried everything: All the over-the-counter preparations, and whatever they had in the dermatological arsenal of the 1970's: Antibiotics, various acne creams, and bizarre treatments involving dry ice and sun lamps to name a few.

In my teens I was told, "You'll grow out of it." I slathered on thick makeup to try to hide the breakouts. But you know what that looks like—a girl with thick, caking makeup over bumpy skin. Lovely.

Then in my 20's I was told, "Its hormonal, you'll get past it." It was a constant struggle. Staying on antibiotics forever is a horrible idea and didn't work all that well anyway, so I stopped taking them. And I still tried every new cream or gel that entered the medical arsenal—but nothing helped.

In the 1980's a fabulous new cream came into the arsenal: Retin-A (known generically as *tretinoin*). It helped with

acne and also with some fine-lines and sun damage. But I still had breakouts and lots of uneven tone and large pores, etcetera. *Tretinoin* is a fantastic product (more on this later), but not enough weaponry for a complete acne cure or to get the great skin I hoped for.

By the time I hit my thirties, I was completely fed up with my skin and sick of wasting money from trying everything that offered hope. And I remember one day my husband asked, "What is that dirty stuff on your face?"

Dirty stuff?

"Yeah, it's like the sides of your face has smudgy dirt or something. Like light-brown skin sideburns, sort of."

When I got home I used two mirrors to get good side views of my face. What fresh hell was *this*? It certainly did look like dirty brown patches. Damn. And what would the future bring next—was I going to grow a *beard*? (Yes, I would actually. We'll talk about hair removal in Part Five in this book, dearies).

The "dirty spots" you might have or have seen on other people is known as *melasma*: Darker irregular patches of skin caused by hormonal changes or sun damage. I hadn't realized how bad the

If you suffer severe acne or cystic acne, go to a good dermatologist and see what options you have for prescription medications. *Isotretinoin* is not for everyone, and still only available with a prescription – and for a good reason: It can cause birth defects in pregnant women and may have other side effects. But used correctly (usually for a few months only) it is safe and effective with long-lasting, often permanent, results.

melasma spots had become because I didn't see myself in side-view and my melasma was most prominent along the side of my face and jaw (common areas for it to appear) as well as one large spot on my forehead that I was always trying to cover up with makeup.

I started doing some research again and discovered some new products the medical community was enthusiastic about. But I faced a tough decision; I'd already gambled and lost so much money on products that didn't work very well and hated the thought of throwing out more money. Not to mention the disappointment of non-working products, over and over!

But maybe the 1, 473rd time is the "charm."

I went to see a dermatologist in Los Angeles and said, "Zits and wrinkles? Not fair! And these dirty-looking patches on my skin? Not acceptable." The doctor informed me that since I was not pregnant or planning any more babies in the near future, I might be a good candidate for a strong acne medication now generically known as *isotretinoin* (currently marketed under the brand names Accutane, Sotret, Claravis, and Amnesteem).

Isotretinoin is a powerful and miraculous oral medication for people who have bad acne, frequent breakouts and especially for that scourge called "cystic acne" that manifests with painful, deep and inflamed nodes under the skin. There is nothing the afflicted person can do about getting those cysts—they come from deep within the skin and it doesn't matter what you eat or drink or put on your face. These nodules can leave long-lasting scars and they cause a great deal of embarrassment and frustration.

I would get those kinds of nodules at least once a month, based on my hormonal cycles, but *isotretinoin* ended my breakouts—all of them. And blackheads disappeared completely. I took it for a few months, which is usually how it is prescribed, and the change in the skin was considered permanent or semi-permanent. Whereas nothing else had ever truly worked for my severe acne, *isotretinoin* did. I was told that after a year or two, I might begin to get some breakouts again (I did) but that they would be easier to control (it was).

Okay, so after *isotretinoin*, I was in my thirties and had no zits, but was left with old acne scars, hormonal discoloration (those "dirty spots"), dull skin and uneven skin tone. And some fine lines were beginning to show on my face. Encouraged by my first success of getting my acne under control, I was eager to try some of the newer products, such as *alpha hydroxy* or *glycolic acid* peels, in order to improve the overall texture and appearance of my skin.

I continued my skincare odyssey with Dr. David Bank after I moved to the East Coast.

And so began my journey of learning what products are widely available, and what really works. I can say that my skin looks far better now than it did at age 32, or even 22. Sure, I have some well-earned lines—I am not trying to hide my age. Hiding age never works that well anyway—what *works* is improving your skin so you look better and feel better about your appearance.

Facial lines give character—trying to erase all of them is unrealistic and simply looks bad or even freaky if you go overboard. Knowing where to "draw the line" on *your* facial lines is a process of personal choice and learning what is

THE SKIN REGIME

available so you can make those choices. I'll discuss choices later—first you need to get your skin in great shape.

Okay, enough of my story. Let us get to work to make *your* great skin happen!

The Skin Regime is *not* about hiding your age, it is about having the best skin at any age. It's about minimizing acne, lines and discoloration to make your skin look *good*, and fresh. (Which will also make you look and feel younger!)

PART TWO

BOOT CAMP!

Creating Your New Skin with The Skin Regime

Just like when you start a new exercise routine, or a new diet, you have to go through that part where your muscles get sore, or you get hungry and crave junk food.

But then, your body adjusts to the new exercises or foods, and you love the way your body looks!

If you choose to do *Boot Camp for Beautiful Skin*, you will have adjustment periods. Your skin will be changing, throwing off dead cells and regenerating new cells, getting rid of impurities. The first two weeks will be discovering what products your skin can tolerate, how often, and how much. But the end result will make you very happy!

This chapter will teach you everything you need to know for *Boot Camp*, and what to expect during the adjustments periods as your skin gets in shape!

Thank you for reading the first chapter of ***The Skin Regime;
Boot Camp for Beautiful Skin!***

You can get the book on Amazon.com or ask your local bookstore to order a copy for you.

And be sure to check out TheSkinRegime.com and join our newsletter for more information, news on the latest in skincare, special coupons and much more!