The Skin Care BIBLE

For Xennials

Hey Friends!

I am Kalii and I am so excited you are here and that you got your hands on the Skin Care Bible for Xennials!

I will be honest, I haven't always taken my skincare seriously. In fact, there was a time where I really didn't even own any skin care products and the few I did own were giveaways I got that were just sitting in a drawer never touched. I always wanted to be one of those girls that had a skin care routine, I just never could get in the practice of it.

But that all changed in December 2020 when I was dealt a hard blow of advanced melanoma. Suddenly, the small wrinkles I had started to notice and wanted to get rid of were nothing compared to the fact that I was 35 and had cancer because I had opted to not to take care of my skin for all this time and, worse, be reckless.

I made many changes after that diagnosis; overall, I just vowed to take better care of myself. Skincare was suddenly high on the list! But on top of that, I had started to see changes (cough, cough *aging*) in my skin that I didn't love. So, I started trying out all kinds of skin care. If you follow my blog or follow me on social media, I will let you peek into all my piles of products. I am not kidding when I say I am trying them all, so you don't have to! Hahaha.

But, through all my product trials, I have found products I love that don't break the bank. And I have also set out to create this resource for you that is stacked with tips and do's and don'ts and everything you need to make sure you are taking care of your skin in the best way possible.

If you are reading this, I imagine you landed here because you are a Xennial. What is a Xennial? Well, we are born between the late '70s and mid-80s. We don't really fit with Gen Xers or Millenials. We are a unique generation that was still young enough when technology really broke that it was still a big part of our growing up, but most of us didn't have social media until college; we had pagers instead of cell phones, Lisa Frank everything, and walkmans or discmans. The only time we played video games all day was when we were trying to survive the Oregon Trail. But all that means we are also in our late 30s or early 40s, and we need to work on our skin if we aren't already! Because I don't know about you, but I want to look as young as I feel and would prefer to do that without spending a ton of money or going under needles or knives!

So, if this is you, read on and catch all of the skin care tips I have been compiling. I am pouring everything I know and everything I learned into this resource for you and I can't wait to hear what you think!

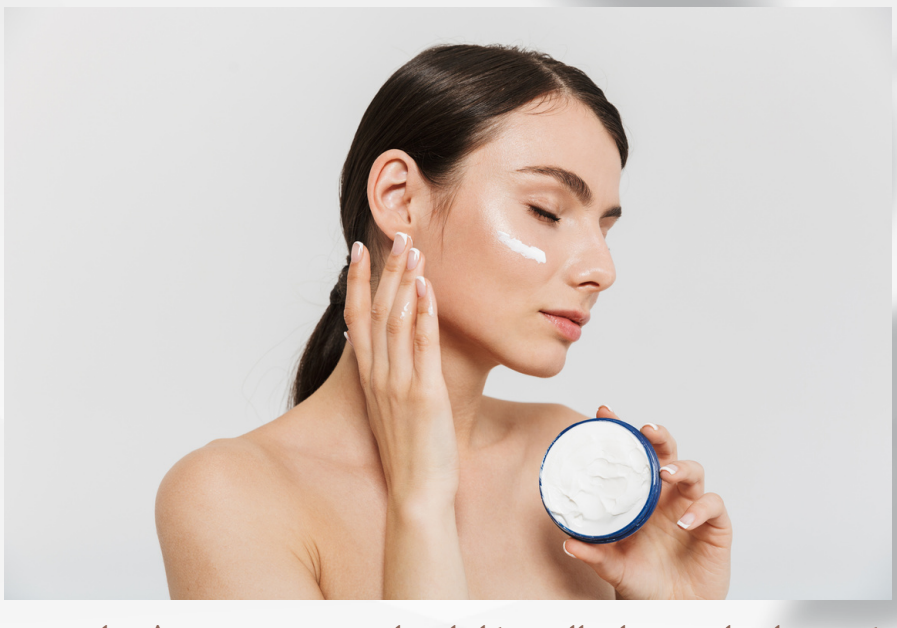
Although I know that good products are typically very expensive, I like to personally find you the best value for your dollar when it comes to your skincare regime. I don't believe in super cheap products because I believe you get what you pay for. I want you to get the best results, but I also want to get you results that do not break the bank and I have worked hard to do that in all my recommendations here!

12 Tips for Your Healthiest Looking Skin

1. Drink more water - Did you know that this reduces wrinkles? Yep, you read that right. Water keeps your body hydrated and refreshed and helps maintain your skin's elasticity. Studies show that people who drink large amounts of water are less likely to show signs of aging as those who drink less water. Drinking water also prevents acne by balancing the oil and water content on the skin of your face. Water can reduce puffiness as when the skin looks puffy it is retaining water to help protect you from dehydration. Drinking lots of water also improves skin tone as it flushes out toxins.
2. Be consistent! - This is likely the place where I have the most trouble but it is also arguably the place we get the "most bang for our buck". No matter how expensive or inexpensive your regime, none of it can do any good if it is still in the bottle and not on your skin! Some pointers that may help make this easier for you:
    a. Find products you love
    b. Create a time in the day that is your time and 10 minutes of that is for skincare
    c. Take progress pictures - it is easier to keep going with something when you can see the changes!

3. Use a gentle cleanser morning and night - I feel like this one should be a given, but I have also been guilty of not doing this, so here we are! But I imagine I don't have to tell you that using a cleanser is essential in getting rid of excess dirt, makeup, and impurities. Cleansing helps keep our pores clean, which reduces acne and breakouts. But cleansing also keeps our skin from dehydration and premature aging! I have included a great gentle cleanser that is also Vitamin C (so it hits another point on this list as well!) in my Xennial Skincare Bundle. You can check it out HERE! (https://nskn.co/Nmc04c)

4. Use a moisturizer daily - Our skin becomes drier as we age, so this is one of the most important parts to add to your daily routine. There are day moisturizers and night moisturizers and gels and creams. We could go on and on about all the differences in each of them and what is best. But, the reality is that the best one is whatever one you feel best about and that you will consistently use. Because no matter how good a moisturizer is, it is useless if still in the bottle or jar and not on your face!



5. Exfoliate 2-3 times a week - As we age, our dead skin cells do not shed as quickly as they used to, which makes our skin thicken and look dull. Exfoliating helps resolve this and remove those dead cells helping us keep our glow!

6. Add a Hyaluronic Acid to your daily skincare regime - Hyaluronic acid does so much for our skin. Hyaluronic acid smoothes and plumps the skin. It also alleviates dry skin and reduces pigmentation. But the big ones...it reduces fine lines and wrinkles and promotes skin cell regeneration. If you need a great Hyaluronic Acid, I have the perfect one for you and it has a great price point! Only $33! I have it included in my Xennial Skincare Care Bundle so you can check it out HERE! (https://nskn.co/Nmc04c)

7. Don't skip the retinol - Retinol is crucial because it exfoliates your skin and increases collagen production, which helps reduce the appearance of fine lines and wrinkles. It also increases cell production and helps unclog pores. Retinol gives your skin a fresh and plump appearance. I also have a great Retinol in my Xennial Skincare Bundle! Make sure you check it out HERE! (https://nskn.co/Nmc04c)

8. Vitamin C is not just for your daily oral vitamins - Vitamin C has so many health benefits! While you may also want to pop that Vitamin C tablet to keep yourself well, using Vitamin C in your skincare is a must. Vitamin C is an excellent skin brightener and helps firm your skin. It helps prevent dark spots before they happen and reduces the ones you already have. Vitamin C also helps to boost collagen before you lose it! I have included an amazing cleanser in my Xennial Skincare Bundle that not only is gentle (noted above!) but also includes Vitamin C so you are knocking out two things on this list at once! Check out the Bundle HERE! (https://nskn.co/Nmc04c)

9. Get yourself a collagen supplement - Collagen is important for SO many things, skin being one of them. Collagen is a protein and is one of the main building blocks for our bones, skin, hair, muscles, tendons and ligaments. It gives skin strength and elasticity. It is also known for giving skin that plump, youthful look. There are many Collagen supplements on the market so do your research! If you need a great one, I have one in my Skincare for Xennials Bundle! You can see it HERE! (https://nskn.co/Nmc04c)

10. Don't skip the eye cream - Typically, the first wrinkles we see are around our eye area. The skin under our eyes is thinner than other skin on your face, so this is also the skin that needs the most love and attention. Eye creams can tackle concerns like puffiness, dark circles, pigmentation, and dryness.

11. Clean your make-up brushes weekly - I will be honest, this is the one I often miss. I intend to do it, and then I forget or run out of time. But when you think about the fact that we use these daily, so they not only have the product on them but also pick up the oils on our skin, it is easy to see how these need to be cleaned and can otherwise cause bacteria and clog our pores.

12. Always remember sunscreen, even in the winter! - I will admit, this is not one I had in my routine until my melanoma diagnosis. Not only did I not make an active attempt to put it in my routine, but I also made an active attempt to keep it out! Crazy, right? Yes, I know. But now you won't catch me without it. Sure, a dose of melanoma will do that (a test I wouldn't recommend for anyone!) But I also cannot believe the difference in my skin! I love to be tan, that is true, but a great self-tanner fixes that without the added risks. Research shows that the sun accounts for 80 percent of visible aging. 80%!!! While we should be applying sunscreen to any exposed area of our body daily, you want to ensure you get your face, neck, and chest, if nothing else! And with the many different sunscreen options in your makeup and primer, etc., this should be easy!

Skin Care Do's and Don'ts

- ✓ Do consider your skin type in choosing products
- ✓ Do start with a good cleanser
- ✓ Do wear sunscreen every day - even in the winter!
- ✓ Do remove make-up before bed
- ✓ Do invest in good, quality products
- ✓ Do wash your hands before you touch your face
- ✓ Do give your skin time to reach your skincare goals
- ✓ Do get a great eye cream you love
- ✓ Do eat healthy food
- ✓ Do sleep 7-8 hours per night
- ✓ Do use your ring finger around your eyes because it is your weakest finger

- ✗ Don't mix too many active ingredients
- ✗ Don't use everything all at once
- ✗ Don't forget to use moisturizer daily
- ✗ Don't over-exfoliate
- ✗ Don't pop zits
- ✗ Don't break the bank on your skincare regime
- ✗ Don't apply regular moisturizer under and around your eyes
- ✗ Don't wash your skin more than twice per day
- ✗ Don't give up on products because you are not seeing results right away
- ✗ Don't use a body scrub on your face

Order of Skin Care Routine

MORNING		NIGHT
CLEANSER	1	MAKEUP REMOVER
TONER	2	CLEANSER
VITAMIN C SERUM	3	TONER
EYE CREAM	4	SERUM/TREATMENT
MOISTURIZER	5	EYE CREAM
SUNSCREEN before moisturizer if chemical	6	MOISTURIZER or night cream
PRIMER/MAKEUP	7	LIP MASK

You're Turn!

Well, hopefully I have loaded you up with plenty of info and tips to get you started on a great skincare routine that will revive your skin and give you all the wrinkle and aging prevention you need!

If you want to get a jumpstart on your skincare, make sure to grab my Skincare for Xennials Bundle HERE! (https://nskn.co/Nmc04r). It includes 5 products that are always in my skincare routine and have made it to the top of my favorites list!
- Bakuchiol Pump (Vegan Retinol)
- Line Corrector (Helps reduce and prevent fine lines and wrinkles)
- Collagen (Peach flavored packets to take daily)
- Hyaluronic Acid + B5 Pump
- 180 Face Wash (Gentle and contains Vitamin C, can also be used as a face mask!)

I highly recommend all 5 of these products, however, if you have any products you already love in one of these categories, you can always remove it from the bundle so you aren't tied to all 5 products.

I am happy to recommend any other products you may be looking for as well so please feel free to reach out and we can talk about your skincare goals and what will work best for you. I would also love to hear from you and hear what you think and what tips were most helpful! I am most active on Facebook so be sure to connect with me there! (www.facebook.com/kaliisue)

I also have a VIP Beauty Group where I share insider tips and deals so make sure to join me there! (https://www.facebook.com/groups/294787986144941/?ref=share)

- Kalii Sue