

# Maximum Age-Defying Moisture

BEAUTY *by*  
**Nutra-Lift**<sup>®</sup>  
NATURAL & ORGANIC



Moisture is key to keeping the skin healthy & youthful.

Here are some Skin Care Ingredients to look for in

products if you have **Dry Skin**:

Hyaluronic Acid, Snail Secretion Filtrate, Aloe Vera, Glycerin, Goat Milk, Honey, Baboab Seed Oil, Kakadu Plum Oil, Coconut Oil, Shea Butter, Jojoba Oil, Coconut Oil, Squalane (from Olive Oil), & Hydrolyzed Collagen.

**OUR favorite carrier oils for dry skin used in our formulations both in facial & body products:**

Jojoba oil, Argan oil, Almond oil, Apricot kernel oil, Rosehip oil, Coconut oil, Plum Seed oil & Grape Seed oil.

**OUR favorite essential oils for dry, damaged or aging skin.**

**Ranked by most popular & used in many of our product formulations:**

1) Lavender, 2) Helichrysum, 3) Myrrh essential oil, 4) Frankincense oil 5) Geranium Leaf oil, 6) Carrot Seed essential oil, 7) Cucumber Seed oil, 8) Sandlewood, 9) Yang Lang essential oil, 10) Manuka essential oil (not to be confused with Manuka honey), 11) Jasmine essential oil, 12) Hyssop essential oil.

**How to Care for Dry Skin**

*Do you have dry skin?* We created a line of products that cater to customers with dry skin. We have a suite of products ideal for those who need extra moisture and emollients, and this information walks you through the basics of skin care for dry skin.

**What skin type do you have?**

Many people are unsure what type of skin they have, and this leads to using the wrong products. Which of the below resonates? Don't forget that you can have combination oily/dry skin, and that dry skin can be normal or also sensitive.

- **DRY** – can't get enough cream? Flaky or rough skin? If you're not sure, wash and dry your face and wait a few minutes. Does your skin feel tight? If so, you likely have dry skin.
- **OILY** – if your skin is often greasy-feeling or extra shiny, you likely have oily skin.
- **COMBINATION** – a mix of areas that are dry and oily.
- **NORMAL** – no notable problems, and not sensitive to common products.
- **SENSITIVE** – likely reacts to common products, stinging or burning after use.

If the description of dry skin resonates with you or your customers, it's important to keep a few tips in mind, gathered from articles by the American Academy of Dermatology.

[VISIT ABOUT YOUR SKIN TYPE](#)

**Choose Products & Ingredients Carefully**

Before we get into active skin care tips, all products you use should be carefully chosen to avoid worsening dry skin or making it unhappy in general. Dry skin can handle heavier oils, and indeed often should use them, but there are certain actives and additional ingredients to avoid.

**Ingredients to Avoid if You Have Dry Skin**

- Low Molecular Alcohols such as isopropyl, SD, denatured alcohols (except for hand sanitizer)
- Strong LOW PH Alpha-hydroxy acid (AHA)
- Artificial Fragrance, including deodorant soaps
- Astringents
- Harsh or too-strong cleansers
- Anything you've found to cause irritation

Conversely, there are some ingredients that work wonders for dry skin. In general, heavier plant oils and strong emollients and humectants can add and help maintain moisture in your skin. In addition, some skin-safe acids (lactic, phytic acids ) are wonderful to alleviate dry skin.

**Take short baths and showers**

Tempting as it is to linger in a hot bath or shower, this is one of the worst habits for dry skin. Too-hot water dries skin out, leaving dry skin even drier. Try to keep showers only warm, rather than hot, and limit your time in them. Be sure to moisturize skin as soon as you get out, too.

**Use a mild cleanser**

As you might have guessed, dry skin needs only the mildest cleanser. If your skin feels tight immediately after washing and drying your face, the cleanser is probably too drying for your skin type. We recommend using a cleanser meant for dry skin or a cream cleanser to help restore hydration as you remove oils and dirt.

[CHECK OUT OUR LINE OF FACIAL CLEANSERS TO MEET YOUR SKIN CARE NEEDS](#)

**Moisturize!**

Moisturizing is key to keep all skin types looking plump and healthy, and this is particularly true for dry skin. Find a cream that absorbs well and leaves your skin feeling soft for as long as possible. If needed, use something closer to Coconut Oil for those extra dry spots that need more love. Additionally, consider carrying around a small, non-greasy hand cream to apply after every hand wash. And don't forget lip balm!

Here are some of our favorite **Moisturizers for Dry Skin:**

INJUV, MAXIMUM MOISTURE, VITAMIN C SPF 30 DAY MOISTURE, WHITE CHOCOLATE BODY BUTTER, ULTRA-FIRM, LÉCREME FANTASTIQUE, ABSOLUTELY MARVELOUS, RETINOL BODY RENU, THERAPEUTIC BATH & BODY WASH

[VIEW OUR BATH & BODY PRODUCTS](#)

**Be wary of hot dry heat**

Hot dry heat, just like hot showers, tends to dry skin out. In the winter this becomes particularly noticeable as you spend more time in heated buildings without much moisture in the air. Try to avoid sitting too close to the fireplace or your heating source and consider using a humidifier where possible in dry seasons to give your skin a break.

**Summary – How to Care for Dry Skin**

Dry skin needs low heat and extra moisture, and with a few simple tweaks to your products and routine you can help skin stay hydrated and happy. We'd love to know how you cater to dry skin and what products our customers are most into!

[SHOP NOW](#)