

Neutrogena *insider*[™]

The inside scoop:

Fine Lines

Fine Lines 101

Sooner or later, we all get 'em! Fine lines and wrinkles can pop-up out of nowhere. One day you wake up and there they are staring you back in the mirror. Fine lines are signs of wisdom as we get older, aging gracefully like a fine-bottle of wine. With aging, skin doesn't rejuvenate as quickly as it once did when we were younger. But for those shoppers who are looking to treat fine lines, with just a little help from the right products and following the tips and advice below, you can help your shoppers treat fine lines and achieve their skincare goals.

Causes of Fine Lines



Smoking

Smoking affects the blood supply to skin, and repeated mouth puckering may lead to fine lines around the mouth.



Sun Exposure

Increased sun exposure without proper protection can cause skin damage leading to fine lines and wrinkles.



Lifestyle

Not enough sleep or partying too much.

INSIDER TIPS

- Use sunscreen with high UVA protection **daily**
- Wear sunglasses and a hat to shield from UV damage
- Don't smoke
- Use products with retinol, the #1 dermatologist recommended ingredient to treat fine-lines
- Consider a serum to turbocharge your regimen
- Don't forget to treat your neck and chest
- Stay hydrated with water, not alcohol

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The inside scoop:

Dark Spots

Dark Spots 101

Dark spots can be one of the most frustrating skincare challenges shoppers face. They may not understand why they have them, and most likely, don't understand how to really treat them. That's where you come in. Anyone can get dark spots or hyperpigmentation, and it is often a challenge that occurs after the skin has been inflamed in some way, including from past acne marks. With the right skincare advice combined with products and ingredients that really work, you can help your shoppers banish those dark spots!

Causes of Dark Spots



Sun exposure



**Medication
side effects**



**Hormonal
changes**



Acne

INSIDER TIPS

Always use sunscreen!

- Even one day unprotected in the sun can lead to spots
- Even on a cloudy day UV rays do damage
- Even in the car—UV rays pass through the glass
- No excuses!
- Exfoliate regularly
- Boost brightness and choose products with retinol and vitamin c