

# ALL you need to know

What does exfoliating do?

Why do I need to exfoliate?

How do I exfoliate my skin correctly?

These questions are frequently asked and with reason! Many people don't know how vital exfoliation can be for their skin and how it affects the working of your moisturiser.

You asked, and we listened, so here's all you need to know about exfoliation!

## Types of exfoliators

Physical exfoliators are grainy textured substances massaged onto the skin to remove surface debris manually. Annique's Essense Crème Exfoliator is a gentle yet effective exfoliating formula with multiple benefits. It helps remove dead skin cells and impurities and aids with stimulating the skin's rate of cell renewal.

### Essense Crème Exfoliator 50ml

SCESS21132



#### Benefits

Improves pigmentation marks

Helps to refine pores

## Why exfoliate?

- Increases blood circulation in the skin
- Removes dry and dead skin cells to reveal brighter skin
- Can make you look younger
- Clears up and prevents acne
- It helps other products penetrate better

#moisturiser!

- Unclogs pores
- Evens skin-tone

### Essense Enzymatic Exfoliator 50ml

SCESS21120



#### Benefits

Brighter and softer skin

A radiant, youthful complexion

Gentle Exfoliation

Anti-Ageing properties



Essense Enzymatic Exfoliators are a combination of safe-for-skin fruit acids that chemically dissolve debris. Annique's Essense Enzymatic Exfoliator uses enzymes derived from tropical fruit, like pineapple and papaya, to break down the protein in your skin and eliminate dead and dull skin cells.

# about Exfoliating

Don't  
hate  
Exfoliate

**Exfoliators + Moisturisers = A winning combination!**



Exfoliation helps moisturisers work more effectively. Moisturisers will struggle to absorb into your skin if a layer of dead skin is blocking its path. You must remove the barrier first. When pores are unclogged, and the skin's surface is smooth and without dead skin cells, your moisturiser can do its job properly.



Exfoliation followed by the right moisturiser for your skin type also prepares the skin for make-up. It helps to even out skin texture, creating a blank canvas so you can apply your make-up as smoothly as possible.

## How do I exfoliate my skin correctly?

If you use the Essense Crème Exfoliator, apply it to cleansed, damp skin, working in gentle circular motions – do not press too hard.

Rinse with lukewarm Rooibos-infused water.

If you prefer the Enzymatic Exfoliator, apply a thin layer directly onto clean, wet skin with wet hands to activate the enzymes, taking care not to go too close to the delicate eye area.

Leave on for 3 to 5 minutes before rinsing off with water or Rooibos-infused water.

### DON'T FORGET:

Those with sensitive skin should only use an exfoliator once weekly, while those with other skin types can exfoliate 2-3 times weekly.



**For glowing, dewy skin, use the following exfoliators and moisturisers together. You won't believe the difference in your skin!**

Skin type	Moisturiser	Exfoliator
Dry, mature	Lucid	Crème Exfoliator
Combination skin	Hydratine	Enzymatic Exfoliator
Normal skin	Rooibos Skin	Enzymatic Exfoliator
Oily, problem skin	Face Facts	Enzymatic Exfoliator
Dry, sensitive skin	Sensitiv	Crème Exfoliator
Normal to oily sensitive skin	Essense Sensi Crème	Enzymatic Exfoliator