



## The BodyTools BluePrint for Men With Skin of Color

Men are no different than women in the skin diseases they get. But, while most skin diseases occur in all types, certain skin problems are more common among those with darker skin tones. The term "skin of color" refers to diverse skin types and complexions including people of African, Asian, Indian, Hispanic, Native American, Arabic and/or Mediterranean descent. So if a man wants to look good he has to deal with his skin, no matter what color it is.

### Common Skin Problems for Men with Skin of Color

#### Dark Spots

Skin color is determined by cells called melanocytes and in more darkly pigmented individuals these cells produce more melanin, leaving the skin more sensitive and more prone to side effects-such as discoloration and scarring. When a dark spot or patch appears after injury or trauma to the skin, dermatologists call the reaction post-inflammatory hyper pigmentation. Hyper pigmentation is a major problem in particular in individuals of African descent.

#### Acne

Acne is the most common skin disease for Men with Skin of Color. If acne or pimples are causing the discolorations, it is important to treat both the acne and dark spots.

#### Ingrown Hairs

Because of the coil-like structure of their hair, black men are particularly susceptible to excruciating ingrown hair and razor bumps. Ingrown hairs in black men can often cause extreme pain, severe infection, and even scarring. (See Prevention Chart)

#### Sun Care

Although people with skin of color are better protected against skin cancer and premature wrinkling from sun exposure that doesn't automatically mean that men with darker skin are exempt from sun damage. For all men, no matter what the color of their skin, skin cancer rates go up as their exposure to sunlight goes up.

#### Dry Skin

This is the bane of many people's existences, regardless of race. But dry skin can make men with darker skin appear ashen. If you have dry skin and don't suffer from acne, try a top-quality moisturizer for your face and body. If you have dry skin that's complicated with acne look for a good moisturizer that is oil free.

#### Scarring

Keloid scars are common in skin of color because the skin often does not heal properly after trauma like cuts, surgical incisions or burns. Keloid scars form as a wound is healing. Prevention is the key to alleviating scarring problems.

### Prevention

If there is any difference noted in the research it is the **critical need to treat darker skin tones gently**. Darkened areas of skin may take many months or years to fade. Treating your skin gently promotes normal collagen production and helps skin protect itself from environmental stressors. Anything you can do to treat your skin gently is a very good thing. So to avoid or reduce post inflammatory hyper pigmentation:

- Use only gentle skin care products including cleansers.
- Avoid picking, harsh scrubbing, and abrasive treatments.
- Use an effective BHA Product for treating Acne.
- Use a state-of-the-art moisturizer (over dry areas).
- Apply a sunscreen daily, rated SPF 15 or greater containing UVA-protecting ingredients of avobenzone, titanium dioxide, or zinc oxide or Mexoryl SX (ecamsule) .
- Avoid treatments, such as chemical peels and microdermabrasion, unless prescribed by a dermatologist.
- Apply hair oils and pomades carefully so that the oils do not touch the face and possibly cause acne.

### Preventing In-Grown Hairs and Razor Bumps

- For a man with Skin or Color, his morning shaving ritual is the first area where he can make a mistake. Put a damp, warm (not hot) towel on the beard for a couple of minutes. Water saturated hair is 70% easier to cut and gives you a closer shave. Hot water, however, will irritate the skin causing the hair follicle and skin to swell, forcing the hair up and away from the skin. This swelling causes some of the hair to be hidden by the swollen skin, (which temporarily gives the impression of a close shave) but prevents the razor from getting close to the base of the hair. Some of the facial hair is hidden beneath swollen skin and this stubble will have a harder time navigating its way back out. As the hair begins to grow before the swelling is reduced, the likelihood of ingrown hairs is increased.
- Since razor bumps are simply caused by ingrown hairs that have irritated the skin, if you aren't already, switch to wet shaving after showering ---warm water also encourages ingrown hairs to pop out. Electric Razors can be very drying as well.
- Shave only once in the direction of hair growth. Shaving "against the grain" can lead to ingrown hairs and razor burn.
- If you have razor bumps and ingrown hairs consistently, reducing inflammation from shaving will help considerably. Look for after shave products that contain potent anti-inflammatory ingredients such as acetylsalicylic acid (stabilized aspirin). These products can also help with post-inflammatory hyper pigmentation.

BodyTools   
BLUE PRINTS



BodyTools 

3263 Trade Center Drive  
Riverside, CA 92507  
labodytools.com



SKIN OF COLOR

# blue print

FOR SKIN OF COLOR

## Daily Regimen

### BodyTools Moisturizing Face Cleanser Use on Entire Body Twice Per Day

*8 oz black bottle*

- Gentle, non-irritating cleansers
- Macadamia, Jojoba, & Kukui Nut natural oils
- Moisturizing formula

### BodyTools Shave Cream Once Per Day

*4 oz black tube, 6 oz jar, 16 oz pump bottle*

- Gentle, water-soluble cleansers
- Glycerin, Lanolin, and Natural Oils moisten the skin and beard, reducing friction and irritation giving you a close shave
- Tea Tree Oil and Aloe soothe and heal your skin

### BodyTools Skin Recovery Toner 1-2 Times Per Day

*4 oz soft touch bottle*

- Glycerin to help maintain the skin's natural balance
- Allantoin for its anti-irritant properties

### BodyTools SPF 15 After Shave Repair and Protect-

**1 Time Per Day After Shaving**

*4 oz black tube, 16 oz pump bottle*

- A great moisturizer. Contains anti-inflammatory stabilized aspirin (Acetylsalicylic Acid) for alleviating redness, razor bumps and burn
- BodyTools exclusive Anti-Oxidant PowerBlend™, a high concentration of Vitamins E and C, Retinyl Palmitate and Alpha Lipoic Acid that gives maximum protection from free radical damage
- A high concentration of Tea Tree Oil (3%) helps prevent Acne
- SPF 15 Formula for UVB protection with Avobenzone (Butyl Methoxydibenzoylmethane) for UVA protection. Prevents wrinkles, skin ageing and skin cancer

### BodyTools SPF 15 Face Guard After Shave 1-2 Times Per Day

*4 oz black tube*

- An oil free, fragrance free, water resistant moisturizer.
- BodyTools exclusive Anti-Oxidant PowerBlend™, a high concentration of Vitamins E and C, Retinyl Palmitate and Alpha Lipoic Acid that gives maximum protection from free radical damage
- SPF 15 formula for UVB protection with Avobenzone (Butyl Methoxydibenzoylmethane) for UVA protection. Prevents wrinkles, skin ageing and skin cancers

## Occasional Use

### BodyTools Deep Cleansing Mask Occasionally

*4 oz black tube*

- Natural Mineral Kaolin for its absorbent properties
- Magnesium Hydroxide (the active ingredient in milk of magnesia) used for its unique absorbent, antibacterial and anti-inflammatory properties

### BodyTools BHA Deep Cleansing Lotion Occasionally at Night

*8 oz black bottle*

- Exfoliates the skin's surface and inside the pore lining where clogged pores occur
- 2% Salicylic Acid -ph 3.4
- Chamomile as an anti-irritant anti-inflammatory
- Green Tea extracts

## Daily Regimen

BodyTools Moisturizing Face Cleanser  
Use on Entire Body Twice Per Day

BodyTools Shave Cream  
Once Per Day

BodyTools Skin Recovery Toner  
1-2 Times Per Day

BodyTools Repair and Protect  
1 Time Per Day After Shaving

BodyTools Face Guard  
On Entire Body 1-2-Times Per day

## Occasional Use

BodyTools Deep Cleansing Mask  
Occasionally

BodyTools BHA Deep Cleansing Lotion  
Occasionally At Night