

## **■ ■ The BodyTools BluePrint for: ■ ■ Normal Skin**

You're a guy. The sports scores get your attention—not your facial skin. But Hey guys! You too can have: dry or oily skin, blackheads, ingrown hairs, and red irritated spots from shaving! You also can get wrinkles. What you don't want or need, though, is a complex regimen or a cabinet full of chemicals. But the bottom line is : if you want to look good you got to deal with your skin.

At BodyTools we've made it simple for today's male to have healthy looking skin by creating a naturally based product line that is carefully formulated to work with minimal effort and maximum effect. To complement our skin care line we have designed an easy-to-follow daily skin care routine that focuses on these five steps: **cleanse, shave, moisturize, repair and protect.**

### **5 Steps To Great Looking Skin**

**Step 1: Cleanse Your Skin Twice A Day.** *Choose the right products. BodyTools moisturizing face and body wash or BodyTools gentle face cleanser.*

When you wash your skin you remove pollution and debris, as well as dead skin cells. You also wash away the dirt that can lead to clogged pores and infection. Keeping your face clean is also essential if you want to avoid blackheads, spots and an oily shine.

**Step 2: Get The Perfect Shave.** *Choose the right products: BodyTools shave cream with aloe and tea tree oil.*

*There is no substitute for warm water and a good blade. Warm water or steam softens the bristles of your beard and opens up the pores on the skin. With a blunt blade you will end up with redness and blotches on your face and neck. Use the proper shave preparation and apply it correctly. Only use products that will keep the skin moist and soft while promoting moisture retention and a thin layer of your shave preparation is all you need. Use the proper shaving method. Shave in the direction of the hair growth over your face only once and rinse the blade often.*

**Step 3: Moisturize Your Skin Twice A Day.** *Choose the right products: BodyTools SPF 15 oil free fragrance free face guard moisturizer with anti-oxidant Powerblend.*  
*Continued-*

A moisturizer is essential to keep skin supple and smooth. Moisturizers can't make your wrinkles disappear but they can, temporarily make wrinkles less noticeable and stop your skin from flaking and feeling tight and uncomfortable. Moisturizers work best when used just after you shower or bathe so you can trap in the water that has just been absorbed. So after showering in the morning And in the evening after cleansing, use a moisturizer over your entire face and body.

**Step 4: Repair Yourself.** *Choose the right products: Bodytools SPF 15 after shave repair and protect with 3.0% tea tree oil and acetylsalicylic acid.*

Completing your shave routine with a moisturizer that contains potent anti-inflammatory ingredients such as acetylsalicylic acid (stabilized aspirin) will help to alleviate the redness and razor bumps/burn that accompanies shaving. If you are concerned about preventing or managing acne use an aftershave product that has antiseptic ingredients such as tea tree oil at a minimum 3.0% concentration.

**Step 5: Protection From The Elements.** *Choose the right products: Bodytools SPF 15 after shave repair and protect, BodyTools SPF 15 face guard, BodyTools SPF 15 citrus body armor.*

Your face gets constant exposure to UV radiation from the sun. The single most important cause of premature skin ageing, wrinkles and skin cancers is sun exposure. Every 60 minutes one person dies of melanoma in the United States. And bad news for men: Older Caucasian males have the highest mortality rates from melanoma. For complete UVA/UVB protection use a sunscreen product formulated at least at the SPF 15 protection level and also containing one of the following ingredients: (Parsol 1789, Titanium Dioxide, or Zinc Oxide).

So Guys. Your face is what they see first. If you want a simple skin care routine that is high on results and low on maintenance-then clear, healthy-looking skin is just a few simple steps away.



**BodyTools ■ ■**

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**Normal Skin**

# blue print

FOR NORMAL SKIN

## Daily Regimen

BodyTools Face and Body Wash  
Twice Per Day

BodyTools Shave Cream  
Once Per Day

BodyTools Skin Recovery Toner  
1-2 Times Per Day

BodyTools Citrus Body Armor  
1-2-3 Times Per Day  
or

BodyTools Face Guard  
1-2-3 Times Per Day  
or

BodyTools Repair and Protect  
1-2-3 Times Per Day

## Regular to Occasional Use

BodyTools BHA Deep Cleansing Lotion  
Daily to 1-2 times per week

## Occasional Use

BodyTools Deep Cleansing Mask  
1-2 Times Per Week

BodyTools Face and Body Scrub  
1-2 Times Per Week

## Daily Regimen

### BodyTools Face and Body Wash Twice Per Day

8 oz black bottle, 16 oz pump bottle

- A gentle, water soluble face and body wash
- The combination of natural oils of Macadamia Nut, Jojoba, and Kukui Nut to soothe the skin With Vitamin's A and E to fight free radical damage

### 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 ant-irritant properties

### BodyTools Citrus Body Armor 1-2-3 Times Per Day

8 oz black bottle

- 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
- Our richest, creamiest lotion with a combination of natural oils of Macadamia Nut, Jojoba and Kukui Nut

Or

### BodyTools SPF 15 Face Guard After Shave 1-2-3 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

Or

### BodyTools SPF 15 After Shave Repair and Protect 1-2-3 Times Per Day

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

## Regular to Occasional Use

### BodyTools BHA Deep Cleansing Lotion Daily at Night or 1-2 Times Per Week

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

## Occasional Use

### BodyTools Deep Cleansing Mask 1-2 Times Per Week

4 oz black tube

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

### BodyTools Face and Body Scrub 1-2 Times Per Week

8 oz soft touch bottle

- Gentle, water soluble face and body scrub
- Natural and gentle exfoliators (jojoba beads) won't cut skin
- Jojoba Oil and Aloe Vera soothe and moisturize rough, dry skin