

# Devina's Choice

## Deep cleansing Exfoliating peel-off face and body mask

### User information Guide

#### Exfoliating

Exfoliating is the removal of the top dead layer of skin cells that would normally be shed naturally by various methods, traditionally involving some form of scrubbing. Regular exfoliation helps remove tiny flakes of skin, leaving the skin deep cleansed and looking fresher and smoother. This process improves complexion and increases skin radiance since it reveals a new, shiny, velvety, smoother layer of skin which shows off the "pink" of blood better. Exfoliation is almost like removing an opaque mask to reveal the new skin beneath. The skin maintains its health and vitality in this way. Without regular exfoliation the skin surface becomes rougher, making wrinkles and other undesirable effects such as blemishes and pigmentation spots appear more prominent.

Exfoliating also helps to fade pigmentation spots, removes dead skin cells embedded in pores on the skin and improve evenness of skin surface. By revealing the new layer of skin, exfoliating also prepares the skin better for moisturising, especially with moisturisers containing nutrients and anti-ageing agents which would be better absorbed from a new layer of skin. Exfoliating scrubs containing detergents and an abrasive substance helps remove dead skin cells from the body but can leave the skin quite sore and inflamed due to the abrasive action. The abrasive action is not specific to the dead layer of skin and can affect the new deeper layer of skin as well. If facial skin is examined using a microscope after using an abrasive facial scrub, scratches on the surface are visible. By removing dead skin cells, exfoliating helps remove one of the sources of the plugs that form blackheads within skin pores. Blackheads usually lead to spots and pimples.

#### About Oily Skin

Oily skin is a problem associated with puberty and the condition improves as we get older, but unfortunately, not for everyone. Oily skin is inherited and has nothing to do with what you eat. The excessive production of Sebum (oil) is linked to inherited, overactive oil glands in your skin (sebaceous glands) which respond to an abnormal level of the hormone Testosterone in the body. If your skin looks shiny and feels greasy and sticky, you have oily skin. You will find that within a few hours of cleansing, the greasy feel returns. Use a magnifying glass to observe the skin. You will notice that the pores on your skin appear large and crater-like.

#### What is Sebum (oil) and why does your body produce it?

Sebum is the natural moisturiser for your skin. It flows continuously from within your skin to the surface and forms a thin film of oil to help keep the skin soft and supple by preventing the loss of moisture from the surface.

#### Excess oil production

The sebaceous glands, which produce Sebum, are attached to the hair follicle, of which there are millions in the skin. The follicles are tube-like structures through which the Sebum flows from within the skin on to the surface of your skin. The follicle acts as a pipeline to the surface of the skin and can be observed as a pore on the skin. The oil flows to the skin surface in this tube.

#### "Open" pores and "closed" pores

The follicle leads from within the skin to the surface of the skin and may contain a hair within it. The "hole" on the surface of the skin through which the hair emerges is the "pore" and oil flows on to the skin surface through this pore.

Pores do not have doors that "open" and "close", but this is a descriptive way of describing how they work. The diameter of the tubule forms the pore and when the tubule dilates (widens) it gives the impression of being wide open. When the tubule contracts, it gives the impression of tightening and "closing". The excessive production of oil and its flow causes the oil glands to enlarge and cause an enlargement of the tubule, which in turn causes the pore to appear larger and crater like. This causes the skin to look and feel coarse and thick in texture. Since the size of your pores is inherited, it cannot change. You can make them appear smaller by keeping them empty of plugs that are formed by the accumulation of sebum, dead skin cells and Bacteria, so that the oil can flow freely. Regular exfoliating can help keep the pores deep cleansed and empty.

#### Clogged pores, Blackheads and Pimples

Under normal conditions, the Sebum flows on to the surface of the skin freely and everything functions well. However, if for any reason the follicle or tubule through which the oil flows is blocked, this can lead to the pore getting clogged up, leading to a Blackhead and eventually spots and pimples. Accumulation of dead skin cells, oil and bacteria in the tubule leads to a sticky plug being formed and this causes accumulation of any further oil production, which cannot flow on to the skin surface. This causes widening and enlargement of the tubule and so a large pore. The plug is black in colour due to the pigment Melanin found in the skin cells. It takes up-to nine months before a blackhead appears on the surface of the skin. Blackheads are common on the face but can also be found on the back and chest. Excessive cleansing will not remove the blackhead once it has appeared. This is due to the fact that it is made of compacted dead skin cells, oil and Bacteria and deeply embedded in the follicle (tubule). It is not possible to dissolve or melt the blackhead with any product. It has to be physically removed or "pulled" out of the tubule. Some dermatologists will perform this procedure using special instruments, but it is advisable not to try pressing them out as this causes the plugs to enter deeper layers of the skin leading to inflammation and infection and eventually to spots and pimples. The best approach is to prevent the formation of blackheads in the first place by eliminating the causes. i.e.: Sebum, dead skin cells and Bacteria by daily washing and regular exfoliating. This is best achieved by using an effective peel-off face and body mask regularly to exfoliate and remove the source of blackhead forming material.

## The “T” Zone

The centre of your face is usually oilier and shinier than other parts of the face. This area is referred to as the T-zone. This area is located across your forehead, down the nose and part of the chin. It is called the T- zone because it forms the shape of a “T” This part of your skin produces more oil because there is a concentration of sebaceous glands in this area. The texture of the skin in this part of your face is coarser due to the enlarged crater like pores. This area is also more prone to blackheads and pimples.

**About Devina`s Choice face and body mask.** Contains Witch Hazel, PVP, PVA, Tea Tree oil 2%, Lemon Oil, Lavender Oil, Cypress Oil, Mandarin Oil, Cedarwood Oil, Rosemary Oil, Peppermint Oil, Ylang Ylang Oil, Clary Sage Oil, Sandalwood Oil, Chamomile Oil, Vitamin E Oil and Preservative.

1. Suitable for exfoliating and deep cleansing all skin types, especially oily, spot prone skin.
2. Exfoliates without scratching, unlike facial scrubs containing abrasive agents.
3. Helps unplug clogged up and inflamed pores.
4. Absorbs excess sebum from skin and hair follicles.
5. Reduces excessive sebum production from oil glands.
6. Conditions the skin and acts as an anti-oxidant.
7. Aids clear spots by removing the top dead layer of skin, unplugging inflamed, clogged pores and reducing the population of Bacteria on the skin surface and within pores.
8. Essential oil mix and vitamin E helps condition skin.
9. May be used on any part of the body, including face, forehead, neck, chest, shoulders and back. Improves circulation, tightens, shrinks, purifies and nourishes the skin, leaving it totally cleansed, giving it a smooth, supple, refreshed and velvety feeling. Gives skin a fresh glow. Leaves a new layer of skin on treated areas.

## How does it work?

The mask is presented as a rubbery resin and requires activating by warming before use. In its gel form the mask can be applied on to the skin. Sticky molecules in the gel penetrate into the pores and adhere to the debris blocking the pore. The sticky molecules in the gel also adhere to the top dead layer of skin cells. Once the mask has dried, it forms a film over the skin and can be peeled off, pulling out the plug and the dead skin cells, effectively deep cleansing and uniformly exfoliating the skin and removing the source of most skin problems.

The mask contains 2% Tea tree oil, Vitamin E and a synergistic mixture of eleven other essential oils to impart a beneficial antiseptic and anti-inflammatory action. This property helps eradicate Bacteria and reduce Sebum production.

**Devina`s Choice** is an ideal mask that dries to a plastic film, tightens and shrinks as it dries. The mask hardens and contracts as it dries, attaching itself to the blackheads and also to the top dead layer of the skin. The drying process stimulates the flow of blood towards the skin, leading to purification and nourishing of the skin. The good blood flow towards the skin also helps absorption of the antibacterial agents incorporated in the mask. The whole process brings about a glowing freshness to the complexion when the dried mask is peeled off. In addition to unplugging the clogged up pores, the mask also exfoliates the skin area treated by binding to the top dead layer of skin, leaving the skin smooth and deep cleansed. The mask is presented as a semi-solid resin in a sachet and requires activating by warming before use. The mask also contains an extract of Witch Hazel, which is natural, and plant derived. It has good astringent properties and is particularly good for oily skin. Because **Devina`s Choice** works by principally attaching itself to the plug in a pore and pulling it out on peeling, the first time this mask is used, some plugged pores that may be compacted and deep may not be completely unblocked. This may leave an appearance of ”worsening” of the condition due to the appearance of plugs that are literally “half way out” of the pores, seen as tiny, raised dots on the skin. To achieve a perfect result, you may repeat the process a second time straight away or on the next day to “pull out” the plugs that are only half way out of the pores. This will ensure total emptying of the pores. Regular use after the first occasion should avoid this problem recurring.

**Presented in a 50ml Multi-use pouch. Allows up-to 6 facials per pouch.**

**May be re-activated by warming before each use.**

The mask may be used for regular exfoliating straight after a simple cleansing procedure. However, for deep cleansing and removal of blackheads, it is advisable to follow the procedure suggested.

## The power of Aromatherapy

**Essential oils help to cleanse, purify, condition and re-vitalise your skin naturally.**

All the oils used in the body mask have a good safety profile. Non are irritant to the skin at the concentrations used.

Risk of sensitisation or an allergic reaction

is negligible. Within the mask the oils impart a synergistic deodorizing and cleansing property.

**The following is a list of the Essential oils used in the mask and their benefits in brief.**

**Cypress oil:** Astringent, soothing, deodorizing and good for oily skin. Helps to reduce production of Sebum and reduces sweating.

**Mandarin oil:** Good for improving blood circulation within the skin.

**Cedarwood oil:** Improves circulation.

**Rosemary oil:** Good for oily skin, cleansing and stimulating.

**Peppermint oil:** Cooling and cleansing.

**Ylang ylang oil:** Antibacterial, nourishing, moisturizing and good for oily skin.

**Lavender oil:** Deodorizing, improves circulation, good for stressed skin, stimulant, detoxifying, tonic, balancing, antibacterial, regenerative, soothes spots, promotes cell growth and helps minimize scarring.

**Lemon oil:** Antibacterial, detoxifying, good for inflamed skin and healing.

**Roman Chamomile oil:** Soothing and antibacterial, helps to clear spots.

**Vitamin E oil:** Anti -Oxidant, improves circulation and conditions skin.

**Clary sage oil:** Antibacterial, deodorizing and soothing and helps retain moisture.

**Sandalwood oil:** Balancing.

**Tea tree oil:** Cleansing and cooling, Antibacterial, reduces redness on and around spots natural preservative.

### **Directions for application of face and body mask:**

**It is advisable to carry out a patch test to make sure you are not allergic to any of the ingredients. A suitable area is on the inside of the wrist. If irritation occurs, do not use. Do not use near a fresh cut on the skin or too near the eyes. Avoid shaving immediately after using mask.**

**The mask is presented as a semi-solid resin and requires activating by warming before use.**

- 1. Wash area to be treated with warm water and a deep cleansing soap.**
- 2. Steam face and/or other body area to open and loosen clogged up pores. Other parts of the body such as the back and shoulders may be cleansed by applying a hot, wet flannel (a hot compress) over the area to be treated for 5 minutes.**
- 3. Place sachet/pouch in a tall cup or glass tumbler so that the nozzle of the pouch is at the bottom. Pour enough boiling hot water to cover the whole sachet. Leave for 3 minutes. This will soften the mask into a gel and make it easy to apply. Dry and shake the sachet to disperse heat and allow to cool to a gel before application.**
- 4. Dry area to be treated and apply the mask by massaging the gel into pores and all over skin using a sweeping motion of finger tips. Leave a thick and uniform film of the gel on the skin by applying TWO coats of the mask, one after the other and allow to dry.**
- 5. Drying may take up-to one hour. This will allow the anti-bacterial oils time to get to work and help reduce the population of the spot causing bacteria on the skin and at the same time moisturise and condition the skin. The longer the drying time, the easier it is to peel off the mask.**
- 6. As the mask dries, it will harden and contract, causing the flow of blood towards the skin to increase. This will cause flushing of the facial skin and will leave a fresh glow on the skin when it is peeled off once dry.**
- 7. Please remember that DEVINA'S CHOICE is a deep cleansing and exfoliating mask that BINDS to dead skin, blackheads and plugs in pores STRONGLY so when it is peeled off, you should prepare yourself for some tingling/temporary soreness. This is harmless and will leave the skin smooth and supple and totally cleansed, and is easily remedied by washing with cold water followed by an application of a soothing Toner.**
- 8. The mask when dry can be peeled off in one piece. The best way to remove a peel-off mask is to peel DOWNWARDS from the forehead towards the T-ZONE and the chin IN THE DIRECTION of any fine HAIR growth on the face or other treated area. Yawning by opening your mouth wide will help to crack the dried film of the mask.**
- 9. This will leave the pores "open" and need to be "closed" or tightened to prevent further clogging. Wipe clean the treated area with a cold, wet flannel or wash with cold water. A special toner that is astringent and anti-inflammatory needs to be applied to "close" the pores and sooth the skin, leaving it smooth and supple. If you are not happy to use a Toner because you have dry skin, you may apply ice cold water to tighten the pores. A water based moisturizer may then be applied.**

**Attention! For best results from mask. From feed-back received at the website, it appears that some customers are finding it difficult to activate/melt the mask for use. This can be due to several reasons:**

- 1) Water not HOT enough.**
- 2) Sachet not left in HOT water long enough.**
- 3) Sachet not completely covered in hot water.**
- 4) Sachet left upright in tumbler/cup so that spout is out of water(this means that the hard plug of mask in the region of the spout will prevent melted mask at the bottom from pouring out).**

**For best results please follow the following tips:**

**1.Place sachet in a tumbler/cup or any other container with the spout at the BOTTOM and the nozzle tightly closed. Pour recently boiled water(HOT) into the tall container so that the sachet is completely covered.**

**2.Leave for 3 to 5 minutes or longer if necessary.**

**3.Shake the sachet when out of water and massage the pouch in a hand towel to spread the heat and cool the gel. It should be a smooth, thick gel at this stage.(NO LUMPS)**

**4.Massage the gel a little at a time all over your face or other body area AND then apply ANOTHER thick layer all over ( ie: apply TWO COATS of the mask).It peels off easier and in one piece without any soreness if it is thick. You have to leave it to dry for one hour. Less than this and it comes off in bits and is often still wet.**

**Peel-off mask should ALWAYS be peeled IN the direction of any body hair growth and NOT against the direction of hair growth. Peeling against the direction of hair growth can be sore.**

**Remember, a regular exfoliating routine is a must for gradual improvement. From the time dead skin cells, oil (sebum) and Bacteria start to accumulate in a pore to block it to the time a blackhead appears on your skin, it takes NINE months! The best way to prevent breakouts is to firstly unplug the blackheads and then remove the causes of its formation (dead skin cells, oil/sebum, bacteria) by using the mask on a regular bases.**

**Recommended usage is twice a week for the first week and then once to three times a week. It may be used more often on areas other than the face (shoulders, back).**

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