

# VMV HYPOALLERGENICS

VMV Is ... Hypoallergenicity as a Lifestyle | Evidence-Based, Therapeutic Cosmeceuticals | Advanced Dermatological Research | Your Partner in Great Skin: Skinolved and Skin Cahoots with you, from Diapers to Dermabrasion | and ...

## Skinfatuated, Skintelligent, Skin-the-Know:

We are Skin Specialists,  
utterly devoted to  
— obsessed with — skin.

We love what we do, and, crucially,  
we really know what we're doing.

In the spirit of spreading our skinspiration,  
we've put together this "Skinformation"  
Guide to help you learn more about the  
targeted VMV Regimen you've chosen to  
help you achieve your Skin Goals.

This is your Skinformation Guide to your ...

Skin Super,  
Look Super,  
Feel Super!

[Moisture Rich Milk](#)  
[SuperSkin Care for](#)  
[Dry Skin](#)



# Moisture Rich Milk SuperSkin Regimen for Dry Skin

Your skinvestment begins here ...

# About Your Regimen

## Smmmooth Skin!

[Click here to skip this section and jump to your regimen](#)

When Dry Skin is healthy and well cared for, it has a powdery-soft, matte finish, and very rare acne. If not well cared for, Dry Skin can develop fine lines and wrinkles earlier, can be prone to frequent rashes, redness, and irritations, or can get so dry that it flakes or feels taut or pulled. [Moisture Rich Milk SuperSkin Care for Dry Skin](#) is pleasantly mild-mannered so it's gentle enough even for irritation-prone Dry Skin. This plush regimen is all milk and honey, filled with custard-rich emollients and skin-soothing hydrators, all to get Dry Skin enviably firm, smooth, soft, supple ... so creamy, it's just this side of buttery.

## Conjunctive Therapy

Each Moisture Rich Milk product works together to meet Dry Skin's particular needs.

## Your Targeted Regimen

Your SuperSkin Care Regimen for Dry Skin provides these specific benefits:

- Ultra-gentle formulations help Dry Skin steer clear of irritations, allergies, and rashes.
- Ultra-rich emollients soften, soothe, and build up Dry Skin's moisture and elasticity to prevent fine lines and wrinkles.
- With regular use over several years, subtly changes your skin's internal structure, "teaching" it to become stronger against future problems.
- Effectively addresses current concerns of adequate hydration, while preparing your skin for a better, healthier, brighter future.

Regular, sustained use over several years gives you the best returns on your Spring Fresh SuperSkin skinvestment.

# VMV Skintegrity: Clinically Proven, Evidence-Based

[Click here to skip this section and jump to your regimen](#)

## Your Regimen's Validity

Superskin, your Regimen's active therapy toner, was patented in 1979 as the first Retinoic Acid + Clindamycin product. It was so unique, it's still one of a kind. In addition to its clinical studies, Superskin now has almost 30 years of proven efficacy in the management of acne and prevention of photoaging.



And, we've made sure that your Moisture Rich Milk SuperSkin products are unquestionably in love with your skin:

- They boast skin-compatible, lipid-rebuilding, pore-friendly, organic virgin coconut oil instead of mineral oil.


While mineral oil is a good oil, it is distilled petrolatum, the same inorganic product that is also refined for gasoline. Coconut oil is from a plant and the virgin oil we use is certified organic. Plant-derived ingredients aren't necessarily good (some plants are natural allergens, just like a bee sting may be natural but painful or worse), but coconut oil is pore friendly, non-allergenic, and its fatty acids are a normal component of human skin's barrier — so instead of just preventing water loss, coconut oil actually helps replace the skin's lost lipids.

- They are 100% Preservative-Free: Monolaurin, a cooling, soothing disinfectant and anti-bacterial is an effective preservative but is also non-irritating, non-allergenic, and can provide protective benefits.
- They contain skin-adoring Citric Acid and Vitamin E, a dual Beta-Alpha Hydroxy Acid and Antioxidant, respectively.
- They're free of PABA, preservatives, fragrance, masking fragrance, and all manner of matter not totally enamoured with your skin.
- So safe and effective for the long term, they're recommended for Women, Men, and Kids ages 9 and up. At VMV, great skin is a lifelong commitment. Many Superskin fans have been using the product for over twenty years, and have incredible skin to show for it. SuperSkin products do more in less steps; they're simpler, designed to get the next generation of SuperSkin users started on smart skin care even earlier.

Early use prevents problems before they can occur, and long-term use "teaches" skin to behave better, actually changing the skin's internal structure over years of therapy — resulting in naturally healthier, clearer, firmer skin over a lifetime.

|                                |   |  |
|--------------------------------|---|--|
| <b>Step 1: Cleanse</b>         |   | <input checked="" type="checkbox"/> AM <input checked="" type="checkbox"/> PM  |
| Product                        |  <a href="#">Moisture Rich Creammy Cleansing Milk</a> , or <a href="#">Moisture Rich Mild-Mannered Cleansing Scrub</a> *   | *Choose the Cleansing Milk if you have extra dry or irritated skin. Choose the Cleansing scrub for a mild exfoliation. |
| Function                       | Deliciously rich, gorgeously gentle cleansing for Dry Skin. Smooth, creamy, luscious cleansing that gets Dry Skin clean and soft, leaving it with a pristine glow.  |  |
| Directions                     | Splash water onto face and gently massage a pea-sized amount of Crème. Rinse Clean. Do not rub harshly or press down while scrubbing. Do not scrub any one area of skin for longer than 1 to 2 seconds. A short, gentle massage is all you need.  |  |
| <b>Step 2: Tone-&amp;Treat</b> |   | <input checked="" type="checkbox"/> SLOWLY increase until 2x-a-day   |
| Product                        |  <a href="#">Superskin 1: Retinoic Acid</a>  |  |
| Function                       | The impressive Alpha Hydroxy Acid, Retinoic Acid, in a non-drying base. Dry Skin tends to develop signs of photoageing early; this lightweight wonder is a long-term investment in Dry Skin, teaching it now to maintain strength, softness, and firmness, empowering it to better prevent wrinkles and fine lines later. Daily firming and toning. Helps skin retain its natural elasticity and glow. *If your skin is so dry or sensitive it cannot tolerate even this mild Superskin, try our <a href="#">Alcohol-Free Tender Toner</a> .  |  |
| Directions                     | Pour onto cotton ball (it should be damp, not dripping wet with Toner). Apply over face, carefully avoiding membranous areas of eyes, nostrils, and mouth. <b>Start with 2x-a-week applications ONLY.</b> <i>Slowly</i> increase to 3x-a-week, then once-every-other-day, then once-a-day, until you achieve 2x-a-day usage.  |  |
| IMPORTANT                      | <p><b>Go slow.</b> Rushing your usage could lead to irritations (such as a feeling of tightness or redness. If you experience this, you'll have to stop all skin products for at least 7 days and re-start your therapy at the very beginning.</p> <p>Many people get to 2x-a-day usage around the 35th day; some get there earlier, some later, and others never do. Go at your own pace.</p> <p><b>PACING TIP:</b> If Superskin Toner stings slightly, wait a few days before using it again. If it no longer stings, apply it again the next day. If it stings then, wait a few days. Repeat until no stinging is felt, and you can use Superskin Toner daily.</p> |  |

### Step 3: Nourish-&Protect AM As Needed

|  |   |
|--|---|
| <b>Product</b>  | <a href="#">Moisture Rich Creammy-Rich Intensive Moisture Milk SPF 15</a><br>(physical sunscreen)   |
| <b>Function</b>  | As gentle as it is loaded with creamy lubricants. This moisture milk's daily protection is purely physical, free of chemical sunscreens, making it safe even for very allergy-prone Dry Skin. This irresistible "skin butter" gets even pathologically-dry skin feeling soothed, well lubricated, virtually cuddled in custard.   |
| <b>Directions</b>  | Apply onto face every morning and as often as necessary, carefully avoiding membranous areas of eyes, nostrils, and mouth. May be used on neck, arms, and body skin. When under outdoor sun, reapply every 2 hours, and after water immersion, sweating, or towelling off.  |
| <b>Notes</b>   | <ul style="list-style-type: none"> <li>Your Intensive Moisture Milk will give you daily sun protection. However, if you'd like stronger protection for outdoor use or for some lightening therapy, try <a href="#">Armada Sun and Light Screens</a>.</li> <li>If you need more aggressive anti-ageing therapy, you may wish to consider <a href="#">Glykeros Micro Dermabrasion, Cellular Revitalisation, Anti-Senescence Therapy</a>.</li> </ul> |

### SOME TIPS

- Consulting a dermatologist is always advisable before starting any skin regimen, and to keep a record of your skin over time.
- When choosing a dermatologist, go through this checklist. Make sure s/he:
  - » Is boarded with at least your country's official dermatological organisation.
  - » Has completed a full dermatological residency program (this usually means 3 years of straight residency in one reputable program).
  - » Do not let the thought of interviewing a dermatologist be intimidating: a well-trained, ethical dermatologist will respect your asking about her/his background and education.
  - » More on [www.vmhypoallergenics.com](http://www.vmhypoallergenics.com) > [KnowledgeBase](#) > [Dermatologist ... How Do I Choose One?](#)
- Particularly for very dry, sensitive, irritation-prone skin, it is crucial to follow product usage instructions carefully, and to pursue a hypoallergenic lifestyle ([see page 7](#)).

For best results, ask your dermatologist to give you a patch test. This will help you better avoid irritants.

# SkINSPECTION

Pay attention to your skin's behaviour throughout therapy.

## What's Normal ...

If you're new to Superskin, you may experience a slight redness or stinging at the start of therapy.

These are normal and initial, and disappear with correct use. It is therefore important to ...

1. Follow the very slow increase in application frequency,
2. Protect with your Moisturiser or Armada throughout therapy.

To be extra safe or if you have very sensitive skin: if you experience any of these normal initial reactions, slow down your usage frequency.

## What's Not Normal ...

- Severe redness that doesn't disappear even with proper use,
- Visible peeling or flaking,
- Skin discolourations,
- A feeling of severe tightness,

If you experience an abnormal reaction, immediately:

1. **Discontinue all products applied on skin for 7 days** (Superskin, other cleansers, moisturisers, makeup, everything),
2. Use pure mineral oil or virgin coconut oil to cleanse, and
3. Consult a dermatologist, get a patch test, and do not apply

anything on your skin until s/he says that you may do so.

Why may abnormal reactions occur? Some common possible causes are:

- Improper use of Superskin,
- Use of non-VMV products. We at VMV believe in hypoallergenicity as a lifestyle: we promise safe skin, which is happy, healthy, gorgeous skin; everything we do fulfils this promise.

If you use Superskin but also use non-VMV products (that may contain comedogens or allergens) for your other skin or cosmetic needs, those products could cross-react with Superskin and your skin may suffer in ways we cannot predict.

- VMV products contain none or the least amount possible of known cosmetic allergens. But, as we are all unique, some people are sensitive to ingredients to which no one else is — so, you may be sensitive to an ingredient in SuperSkin Care that is not an allergen.

If this is the case, you would have reacted to SuperSkin Care within the first few hours of use, and can return your VMV product ([read our policy on returns and exchanges for details](#)).

If you are sensitive to something no one else is, we can still help: by customising your product based on your patch test results. For more information, [Ask VMV](#).

# More SkINFORMATION

## Attention: Practice Prevention for the Retention of Your Skin's Health!

As with any medical or health concern, prevention is as vital as therapy. Your regimen won't matter much if you keep using products that work against it. So, always look for non-comedogenicity and validated (proven) hypoallergenicity in all your personal care products.

Why all personal care products? Because even products not associated with skin can cause or worsen skin problems. For example, comedogens in some hair care can trickle down the skin and clog pores (this may result in back, neck, forehead, or cheek acne). Some oral-care products contain halogens which can cause acne or rashes around the mouth and chin (peri-oral contact dermatitis). Soaps, powders, or antiperspirants with fragrance can cause rashes, darkening, or bumps ... or can irritate pores, clogging them up.

Many allergens are also photo-allergens (they react with light to darken skin). And even simple zits can leave dark spots (post-inflammatory hyperpigmentation) which can be difficult to treat.

All [VMV products](#) — from Body + Bath to makeup — help you prevent skin problems, and work with (not against) your SuperSkin Care Regimen.

## The VMV PATCHTEST™

Before using anything new on your skin, do The VMV Patch Test™, especially if you have a history of skin sensitivity.

STEP 1: Spread a pea-sized dot of product on a small patch of skin (like the underside of the elbow or wrist).

STEP 2: If your skin shows redness or a temporary discolouration, or itches, burns, or has other sensations not indicated to be normal (like the initial subtle redness or stinging from an active ingredient), use a damp towel to wipe off the product and do not purchase it.

STEP 3: Choose products that do not cause adverse reactions in your skin. If you are very allergic, get a full patch test at a dermatologist's clinic (make sure your dermatologist has completed a proper residency program and is boarded with your country's official dermatology organisation), or [Ask VMV](#) to customise a product for you.

## SkIN Cahoots

At VMV, we believe in helping you stay skin-the-know: the more you know, the more empowered you are to make the best decisions for your skin. Check out VMV's online Knowledge Base:

[www.vmvhypoallergenic.com](http://www.vmvhypoallergenic.com) >  
[Knowledge Base.](#)

Or, click [Ask VMV](#) for help.

We're your partners in skin and 100% skininvolved. We're in this with you for the long haul, and are happy to help in any way we can.

About **VMV**. We are ...  
**Hypoallergenicity as a Lifestyle** (we promise safe skin, which is happy, healthy, gorgeous skin; everything we do fulfils this promise) ... **Evidence-Based Therapeutic Cosmeceuticals** (our products work towards cell-to-surface healthy, microscopically-sound skin; they deliver results, they do what they say they do, and our claims are backed by clinical studies) ... **Advanced Dermatological Research** (our studies regularly appear in dermatological publications, they're that good) ... **Skinfatuated, Skintelligent, Skin-the-know** (we're utterly devoted to — some say obsessed with — skin).

**Who uses VMV?** Women, men, and kids from ages 0 on up. We believe great skin is a lifelong commitment. And we're your long-term partners in skin — we're skin cahoots with you, as it were. Many of our clients have been with us for decades for precisely that reason: **we're skinvolved, we're**

**in this with you for the long haul, from diapers to dermabrasion.**

**We've Been Around since 1979**, making us one of the first hypoallergenic cosmeceuticals.

**VMV Products are clinically proven to be unabashedly in love with your skin:**

Validated Hypoallergenic, 100% All-Types-Of-Fragrance-Free, 100% Preservative-Free, Usage, Patch, In Vivo, + Clinically Tested, Non-Comedogenic.

**We Make ...** skin care, advanced skin treatments, sun + light protection, hair, body + bath care, and makeup. **Skin-Perfecting Stuff from Head to Toe.**

**What Is "Validated Hypoallergenic"?**

Hypoallergenic means our products contain the least amount — or **0** — **cosmetic allergens** (stuff that causes skin irritations). Validated means we prove it. Our reference for allergens? The North American Contact Dermatitis Group.

**Welcome to VMV.**  
**Love your skin. We do.**