

MODULE II (B): STEP BY STEP FAIRNESS TREATMENT PROGRAM



The Genesis Skin Whitening Treatment Program has been broken down in a step by step manner, to help you get the best out of it. The program is spread over 7 days a week and is as follows:

DAY 1

Things you need:

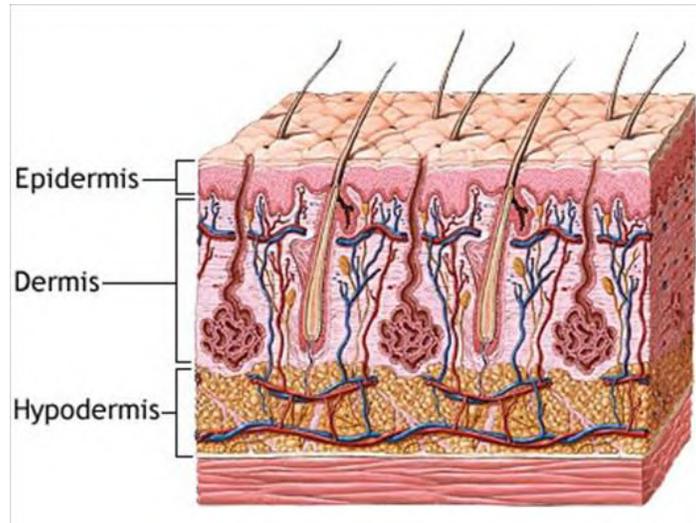
- The right cleanser according to your skin type
- A massage cream
- 1 cup of milk
- 4 tablespoon of Besan or Gramflour
- 1 lemon squeezed
- 1 teaspoon of turmeric powder.

Step 1

Start with cleansing your face. If you use a cleanser instead of a foaming face wash, then apply the cleanser and let it stay on for 10 minutes. A lot of women only apply cleanser to their faces and not their neck, remember that you want to lighten your skin overall and hence should follow the steps for not only your face and neck, but also your arms.

It is better to use a cleanser first as that enables you to get rid of deep etched dirt and grime.

Step 2



The upper most layer of the skin is known as the epidermis and the topmost layer of epidermis is the one that darkens easily. Also this layer is mostly made up of dead skin cells that do not have the necessary components to fight against sunrays, pollution and dust infection.

Scrubbing once a week ensures that this layer of dead skin cells gets exfoliated to expose the healthier and younger looking skin underneath. However too much of scrubbing can damage the vulnerable new skin as well. Also, if you have fresh acne, you should not scrub your face at all as that would actually lead to spreading of bacterial infection and then more acne.

There are a number of brands that market scrubs, but they contain harmful chemicals. Here are a few homemade scrubs that you can easily make at home.

Oatmeal scrub



Easy and hassle free, you do not even need to make a trip to the supermarket to get the ingredients.

Things you need

- Powdered oatmeal
- $\frac{1}{2}$ cup Milk
- 2 tablespoon Lemon Juice

Take 2 tablespoon of oatmeal and grind it to a powdery form. Mix this freshly ground powder with milk and lemon juice and set it aside for 10 minutes. Now apply this paste all over your face and neck (if you want to scrub your arms too, you should do that after you are done scrubbing your face)

Salt or Sugar Scrub

This again is an easy do it yourself natural scrub.

Things you need

- 2 teaspoon sugar or sea salt
- $\frac{1}{2}$ teaspoon of lemon juice
- $\frac{1}{2}$ teaspoon honey

If you do not use refined sugar, it is recommended that you grind it first to make it extremely fine so that it does not scratch the skin. Add all the ingredients to make a smooth paste and then apply

on your face to scrub off the impurities and dead cells. The honey and sugar content makes the scrub a bit sticky, so you should ideally be doing this right before taking a shower.

Dried peel Scrub

Orange and lemon peels can work wonder for your skin. Next time you plan to make a fruit salad, keep the peel aside and let them dry under sunlight. Then take the dried peel and grind it to make a consistent powder, make sure that there are no chunky particles in the powder as that can cause abrasion or make the skin bleed. If after repeated grinding, you still find chunky residue left, manually remove them.

Things you need

- 5 Orange or lemon peel (powdered)
- ½ teaspoon of lemon juice
- Rose water
- ½ teaspoon of fresh cream

Put all the ingredients in a bowl and mix it well to form a paste. Fresh cream leaves behind oil, so make sure to beat the mixture thoroughly in order to mix the oil well in the paste. Apply the paste on your face and neck and let it stay on for 10 minutes so that it becomes semi-dry and is not very runny. Scrub thoroughly and wash with lukewarm water.

White Flour and Coffee Scrub

The scrubs works best if you get coffee beans and grind them at home, but don't stress over if you can't as any normal instant coffee powder would work too.

Things you need

- 1 tablespoon of white flour
- 1 teaspoon of coffee
- 1 teaspoon of Glycerin
- ½ teaspoon of rose water.

Mix white flour, glycerin and rose water in a bowl. If you feel that the consistency of the paste is too thick, add some more rose water to the mixture. Beat well to make a paste and then add coffee, your do it yourself white flour and coffee scrub is ready. Another plus of this scrub is that it works wonders for sensitive skin (unless you are allergic to rose water) and also moisturizes the skin thoroughly.

How to properly exfoliate using a homemade scrub



The best way to exfoliate your skin is in a manner that can both get rid of the dirt and lightly massage your skin.

To start with, make sure your face is still damp (not wet, after you cleanse your face just splash some water and pat your face dry) and then apply the scrub paste on your face and neck, let it stay on for 5 minutes and then start scrubbing your cheeks.

Using your first three fingers make circular motions in the anti clockwise direction all over your cheeks and chin. For your forehead area, take the index finger of both your hands and keep them on the opposite temples, now start sliding them in the right in the opposite direction, for instant if you are keeping the index finger of the right hand on the right temple, you would slide it in a straight line towards the left temple and vice-versa. As such, your index fingers are working together to exfoliate the dark line that forms on the forehead usually due to excess melanin production or sun rays

You need to be extra careful while scrubbing you nose and the area around your mouth. This is one of the most problematic areas for most people and also darkens faster than the rest of the face. Use gentle but firm movements to scrub making small circles around your mouth and on your nose.

After you are done scrubbing individual areas, scrub the entire face in one motion. Keep three fingers on each temple, and then make half an eight starting with the temple, converging near the eyes and over your cheek bones and then making a bigger circle on your cheeks. When you do it on both sides of your face, it looks you are making a complete eight.



For the neck, scrubbing the back portion of the neck could be a bit difficult initially, but with time you'd ace the method. Start with scrubbing below the jaw line and go on to scrub over the Adam's apple. Now start at the base of the neck and scrub in an upward direction using firm strokes.

A lot of people complain of dark rings around the base of their neck and over their collarbones. People who are healthier tend to have these lines more as the thick fat layer between the neck and upper chest rub into each other accumulating sweat, which further attracts dust and grime, thus leading to darkening of this particular area.

Be sure to rub these lines thoroughly, place your thumb and index finger on either side of your neck and scrub downward in a V motion. This will particularly be effective for the lines and patches around the base of the neck.

At the back of the neck, if you have deep lines that give off the appearance of a textured layer, then that too, is mainly because of being overweight. To scrub the back part of your neck, take a handful of paste on your hands and using three fingers- the index finger, middle finger and ring finger start making circular motions over your neck. This will help in considerably lightening the dark area and also help in minimizing the visible dark lines over a period of time.

Step 3



Massaging your face with the right massage cream or oil will help in improving the blood circulation. Blood circulation plays a vital role in determining the health and color of your skin, presence of impurities in the blood can actually darken you skin over a period of time.

Choosing the correct massage cream is the key here. If you have extremely oily and acne-prone skin, you can skip out of using a massage oil and look for calamine lotions or anything that does not grease up your skin. However, if you have oily, but clear skin you can go for massage creams as the main purpose here is to not let the oil stay on your skin for long, but to improve blood flow. Dry and combination skin too can opt for the same product.

The best massage oil is something that has a good content of Vitamin E. Vitamin E has been hailed as the best of all the vitamins, when it comes to the health of your skin and hair. So, when you are out hunting for the perfect massage cream, make sure that it has a good content of Vitamin E. The more number of organic ingredients the oil/cream has, the better it is for your skin.

Read the label and if you find words like non-fragrance, non-comedogenic, Vitamin E, hydrating, lubricating, the massage oil/cream is a good one. Ingredients aside, here is a list of some good organic massage oils that will help in lightening the skin.

- Almond Oil- Almond oil is known for being a reservoir of Vitamin E. The oil glides easily and also contains Vitamin D. Suits all skin types, but if you have nut allergies, you might want to stay away from this one as almond belongs to

the fried fruit and nuts category. Mix a few drops of lemon juice along with almond oil as it can lighten skin along with increasing the blood flow.

- Jojoba Oil- You would regularly find jojoba oil as one of the ingredients in many skin care products. The oil is not very consistent and has a waxy feel to it and suits every skin type, but favors the combination skin type the most.
- Sunflower oil- This is again not very consistent but greasy oil that was used in ancient times as both a hair and skin oil. Although, the oil is extremely greasy, it easily washes off without leaving behind any residue and hence can be a good option for oily skin type too.
- Olive Oil- With numerous benefits, the oil provides great amount of hydration to the skin as well. Olive Oil is rich in Vitamin E and soluble fibers and is one of the most popular massage oils. However, if you have very oily skin, stay away from olive oil.
- Coconut Oil- The oil is greasy enough to help you massage, but does not stay put after you wash off.
- Cocoa Butter- Cocoa butter is a great massage cream that can both help increase the blood flow and reduce pigmentation and dark spots. Cocoa butter is not exactly in oil form, but is more of a wax that glides easily on the skin to help massage your skin and then washes off easily.

The technique to massage your face is fairly similar to that of scrubbing. However, after you are done scrubbing your face, wash off with lukewarm water. Do not wash with cold water as washing with lukewarm water opens up the pores. When your pores are open, the massage oil/cream can easily seep through the pores and help the skin in absorbing the benefits of the natural ingredients. Wash off with a mild face wash.

While massaging your face, make sure that you do not rub too hard as that can lead to skin rashes.

Step 3

After you cleanse, scrub and massage your skin, your skin is now at its healthiest best. The dead skin cells are removed and the new layer that is exposed will absorb the benefits of the fairness treatment perfectly.

For the first day, we use a face pack made with gramflour or besan and turmeric. Start with mixing all the ingredients (gramflour, turmeric, rose water, lime juice and milk) in a bowl. Mix the paste well so that there are no clumps left behind.

Now, apply this paste on your face, neck and hands and let it completely dry. After the paste has dried to a hard mask, rinse it off with cold water.

Step 4

You need to restore the moisture back to the skin, especially if you extremely dry skin. Take adequate amounts of moisturizer and apply generously on your face, neck and arms.

Step 5

Your fairness treatment program for Day 1 should have ideally been done in the morning and before taking a shower. If you go to work during the peak hours (12 pm to 3 pm) then you must apply sunscreen 20 minutes before leaving the house and carry a tube in a bag to reapply after 2 hours.

Remember, the entire treatment would render ineffective if you do not protect your skin from the sun.

Step 6

After you get back home at night or even if you do not leave the house, make sure to thoroughly cleanse your face before going to bed.

All you need to do is wash your face, use a toner and apply a night cream to help the skin repair itself at night. One of the natural ingredients that help to both hydrate and lighten the skin when you are sleeping is fresh cream.

Take a few dollops of fresh cream and add ½ teaspoon of lemon juice to it. Keep mixing the ingredients in between the palms of your hands till you notice oil like secretion. Apply the natural oil on your face and go to sleep, if you are worried about oil seeping into the mane of your hair, just wear a facial head band while sleeping.

DAY 2

Things you need

- Cleanser
- 1 teaspoon lemon juice
- 1 teaspoon honey

Step 1

Start with cleansing your face like you did on Day 1

Step 2

Today, we will not scrub and massage the face. Understand that you should scrub only once a week to exfoliate the dead skin cells and if you want, you can lightly massage your face while cleansing. As such, there is no requirement for exclusive scrubbing and massaging on Day 2

Step 3

Mix lemon juice and honey in a bowl till the ingredients blend well. Now, after thoroughly cleansing your face, apply the honey and lemon mask on your face, neck and hands. It might slightly sting at the beginning, but that is because of the lemon juice. Lemon has citric acid, which acts as the natural bleaching agent and that is why it slightly stings the skin as it bleaches the dark spots and lightens skin.

Step 4

Rinse your face thoroughly, if your face still feels a bit sticky, you haven't washed off the mask properly. A word of caution here, do not apply the pack and sit in direct sunlight as lemon reacts under the light of the sun and can actually cause skin to darken rather than making it fair. Also, if you have to rush to work early in the morning, you can postpone the treatment to be done at night as going immediately out after washing off the pack can cause damage too.

And yes, do not forget the sunscreen.

Step 5

Lemon and honey is a hydrating and conditioning face pack, so you would notice that your skin feels softer and supple. If you have an oily skin and you use a moisturizing sunscreen, then cut out on the moisturizer and go with only toner and sunscreen.

Step 6

Do not forget to cleanse at night, use a toner and apply a night cream. If you do not want to apply fresh cream on your face, then go with almond or olive oil as they are good alternatives.

DAY 3



Things you need:

- Cleanser
- 1 tablespoon of Fuller's earth
- 1 teaspoon of sandalwood powder
- ½ cup of rose water

Step 1

Cleanse your face thoroughly and rinse with lukewarm water

Step 2

Instead of exclusively scrubbing your skin, we will mix the process of scrubbing and massaging in one.

Step 3

Take ½ a teaspoon of coffee and add to your massage cream. The face pack that we are using today comprises of fuller's earth. Now fuller's earth is known for its property to absorb the excess dirt and deep set impurities and also lighten skin. To enable the fuller's earth to extract the dirt from the pores, you will have to open the pores first.

The best way to open pores is massaging your face with a mild scrub. Coffee powder acts as a very mild form of scrubs owing to its fine granules. After you mix the two ingredients together, gently massage (plus scrub) your face, neck and arms and then rinse off with warm water.

Step 4

Mix fuller's earth, sandal powder and rose water in a bowl, the paste should not be very runny so keep an eye on how much rose water you add to the mixture. Apply the paste to your face, neck and arms and let it stay on for 25 minutes or till the time it completely dries out. You will notice that the pack loses all traces of water and becomes white (actually it resembles more like dry earth).

Rinse off with cold water and pat your face dry. This particular face pack absorbs excess oil and water from your face, hence it is necessary to restore the lost moisture by moisturizing well.

Step 5

Cleanse your face thoroughly at night, use a toner and apply fresh cream or almond oil before sleeping

DAY 4

Things you need

- 2 tomatoes cut in half

Step 1

Cleanse your face thoroughly and rinse off with warm water

Step 2

Today, you will not be scrubbing, massaging or applying any pack on your skin. Instead, after you cleanse your face, take half a tomato and rub on your face, neck and arms (especially on areas that are darker than the rest). Make sure that you rub the pulp well over your skin and use another half as the pulp wears off. You must keep rubbing for at least 15 minutes and then wash off with water.

Tomato, like lemon has bleaching properties and can help to lighten the skin. This proves particularly effective if you have uneven skin tone or dark spots. It also helps to tighten your skin and reduce the visibility of pores that are often caused by ageing or acne.

Also, do not step out in the sun immediately after the treatment as the sun's rays can reverse the effect and cause more harm than good

Step 3

Moisturize well and apply sunscreen before stepping out in the sun.

Step 5

Cleanse your face thoroughly at night, use a toner and apply a good amount of night cream.

DAY 5

Things you need

- 1 tablespoon Curd
- ½ teaspoon of Turmeric powder

Step 1

Cleanse your face thoroughly and rinse off with warm water

Step 2

Mix both curd and turmeric powder together and apply on your face. Now massage the paste on your face like you would have done using a massage cream. After 15 minutes, the turmeric and curd paste would become less greasy, let it stay on for another 10 minutes and then rinse off with cold water.

The turmeric would temporarily stain your clothes, so ideally do this in the shower.

Step 3

You can skip the moisturizer as curd has hydrating properties and moisturizes your skin. However, if you have dry skin and notice that your skin feels a bit dry then go ahead and apply a thin layer of moisturizer, but it is recommended to skip moisturizer after applying this pack.

Step 4

Do not forget to apply sunscreen 20 minutes before leaving the house

Step 5

Cleanse your face thoroughly at night, use a toner and apply a good amount of night cream.

DAY 6

On day 6, you would only follow your daily cleansing, toning and moisturizing routine. It is necessary to give your skin a day off from the treatment and let it heal and repair itself.

DAY 7



Things you need

- 1 banana peeled
- ½ teaspoon honey
- Unflavored gelatin

Step 1

Cleanse your face thoroughly and rinse off with warm water

Step 2

Scrub your face using one of the do it yourself natural scrub ideas mentioned. Make sure that you scrub in the correct manner and using the right hand movements.

Step 3

Massage your face with one of the natural massage oils, suiting your skin type and requirements.

Step 4

Mash the banana in a way that no clumps remain, add honey and gelatin to the mixture and microwave for a minute. Apply this mask and let it dry for around 25 minutes, till it become elastic and sticks to your face. Now peel off the mask careful, remember if you cannot peel it off, do not rub it as that can lead to skin rashes. Instead, you should wash it off with cold water.

Banana contains anti oxidants that help to lighten your skin, but when you mix the fruit with honey, it imparts a fantastic glow to your skin. The mask is perfect if you want smooth skin that instantly glows and if you are persistent and use the pack on a regular basis, you will start seeing results in just one month.

This is a hassle free face mask and you can apply it shortly before going out in the sun. Do not forget to put a generous amount of sunscreen and yes you can give the moisturizer a miss as this is a hydrating and moisturizing mask.

Step 5

Cleanse your face thoroughly at night, use a toner and apply night cream to help the skin repair itself while you sleep.

The Genesis Skin Whitening Treatment lays down step by step procedure for one week. You must start the treatment again from Day 1 and continue till you see noticeable changes in your skin tone. When you reach your perfect skin tone then go to Module IV, which deals with maintaining your fairness and what products you should use that will suit your new skin tone.

SOME ALTERNATIVES HERBAL FAIRNESS FACE PACKS



For the treatment, we have laid down some of the best face packs that work wonders in lightening skin tone faster. Here are some other alternatives that you can integrate in the treatment program for the rest of the weeks.

Egg White Face Pack

Thing you need

- 2 egg whites
- ½ teaspoon curd
- ½ teaspoon honey

Mix all the ingredients together and apply on your face. Let it stay put till you feel the egg whites drying up and soaking excess oil and dirt from the skin. Wash off with cold water and apply a pea size quantity of moisturizer.

Almond, Banana and Curd Face Mask

Thing you need

- 4 almonds, soaked overnight and grinded to a powdered form

- 1 medium sized banana
- 1 tablespoon curd

Mash the banana and add curd and powdered almond to it. Apply the paste on your face and let it semi-dry, then lightly scrub off using gentle hand strokes. Wash off with cold water and skip the moisturizer as both honey and banana are moisturizing and hydrating.

Cucumber and Honey Face pack

- 1 medium sized cucumber, diced and blended to a pulp
- 1 teaspoon of honey

Mix the ingredients together and apply evenly all over you face, neck and arms. If you have dark circles, acne scarring or hyper pigmentation, put generous amount of the paste on such areas. Cucumber has hydrating and bleaching effect and hence is considered to be an age old remedy for dark circles. Let the face pack stay on for 15 minutes and then wash off thoroughly with cold water.

Turmeric Face Pack

- 1 teaspoon of turmeric powder
- 2 teaspoons of fresh cream
- 1 teaspoon of lemon juice

Since ages, turmeric powder was used before the wedding day to make the bride look fairer and attain a healthy glow on their big day. Turmeric powder has staining effects and hence can improve the skin tone, by making skin appear lighter and fairer.

Mix the ingredients together in a bowl and use your hand to beat it consistently, till the cream turns into oil. Now apply this paste all over your face, neck and arms and massage for 5 minutes, let it stay on for another 15 minutes and then wash off.

It is recommended that you apply the paste in the shower as it can leave behind a stain on clothes and also because it is best to wash this off thoroughly to avoid looking yellowish pale.

HOW TO LIGHTEN THE COLOR OF YOUR LIPS



Not just your skin, but your lips too can get affected by sun rays and become dark over time. To make your lips appear naturally pinkish and healthy looking, you need to take care of them as well.

To start with, since you know that sun can cause lips to darken as well, you need to hunt for a good lip balm that has a high SPF. A number of lip balms and lipsticks come with a good SPF that can both protect the lips from darkening under sunlight and moisturize your puckers well.

Similar to the skin, your lips too shed skin and the uppermost layer is the one that is made up of mainly dead skin cells. You must have noticed white flakes that form on your lips and which most people either pick with their hands or bite off. That is a big no-no and can lead to dark spots on the lips. If you want your lips to look healthier and lighter, then make sure that you never pick at the white flaky skin.

To exfoliate the upper layer of dead skin cells, you need to scrub your lips too. One of the most popular methods to scrub lips is while you are brushing, use the same toothbrush to gently exfoliate the dead skin cells.

Another method is to use the sugar scrub to exfoliate. Grind some sugar to a powdered form and mix it with a pea sized amount of fresh cream. Before you start scrubbing your lips, apply a thick layer of Vaseline or any lip balm to soften the dead skin cells, this ensures that you can easily exfoliate your lips.

Now take a small amount of the sugar scrub and apply on your lips, taking your index finger make small circles on your lips. You'd start noticing that the white flaky skin is coming off, however do not push harder if you still see bits of it remaining as those are etched deeper into the

skin and are not yet ready to come off. If you pull these off, your lips would start to bleed and chap later.

After you scrub your lips, wash them off with cold water and apply lip balm. The treatment only works if you are taking adequate precautions to prevent your lips from further darkening.

- Cut out Smoking. It is no hidden fact that smoking leaves behind a stain on the lips and teeth and once this stain sets in due to years of smoking, it can get extremely difficult to make your lips look healthier and lighter.
- Do not have extremely hot food items or hot drinks. Every time you sip on something very hot, your lips burn slightly and over the years, this could lead to permanent scarring.
- If you are a caffeine addict and cannot stay without having a number of cups of tea or coffee, make sure you reduce the quantity. Like Nicotine, Caffeine too has the power to stain your lips and teeth (notice how people who drink a lot of coffee have yellowish and dirt looking stained teeth). Reduce your daily intake to 2 cups a day and try to switch over to healthier drinks as that helps in improving blood circulation and purifies blood.
- Never ever wear cheap quality lipstick or lip gloss. You can spoil your lips overnight, if the cheap quality ingredients in cosmetics react with your lips. The damage is almost irreversible, always use cosmetics by reputed brands and keep an eye on the expiry date. Most brand recommend using the product for a maximum of 5 years, but dermatologists and renowned beauticians advice that you should not use cosmetics for more than 2 and a half years.
- Massage your lips often with any one of the massage oil/cream mentioned. The best massage cream for your lips is fresh cream, almond oil, shea butter, jojoba oil and coconut oil.
- Always sleep with a hydrating lip balm on. Make sure that your lip balm is one that hydrates and not just sits there on your lips as a white layer.
- Drink plenty of water. Yes, the more you drink water, the more hydrated your lips would be and they would not chap much. Drinking enough water also ensures that your lips do not darken as a result of a lack of hydration and moisture.

Lastly, never lick your lips. A lot of people tend to lick their lips in order to moisturize them, but licking your lips will not hydrate your lips at all. In fact, it tends to dry out your lips more, thus leading to chapping.

Genesis Skin Whitening Treatment Program™ is a worldwide protected publication.

© Copyright Genesis Skin Whitening Treatment Program™ and www.bangaloregenesishospital.com

All Rights Reserved

This guide or any part of it may not be reproduced or transmitted in any form whatsoever, including but not limited to recording, photocopying, or by any other means of information storing or retrieval system without written, signed and dated permission by the author. This guide is for the exclusive use of the client and should not be distributed or transferred.

Legal Disclaimer

All efforts have been made to make the information contained in this guide correct, verified and accurate. The author and his referrals cannot assume responsibility in any way for errors, omissions or inaccuracies.

Any possible slights of people or organizations are unintentional. The content herein is for information purposes only and the author does not accept any responsibilities for any liability resulting from the use or actions resulting from the use of this information. The information provided is not a substitute for proper medical advice. If in doubt, please consult the doctor or licensed medical practitioner. The statements and opinions made here have not been evaluated by the Food and Drug Administration and are not approved to diagnose, treat, cure or prevent disease. The information contained herein represents the views of the author as of the date of publication. The author reserves the right to update, review or modify information and his opinions based on new conditions and the information contained herein can be modified or updated at any time.