

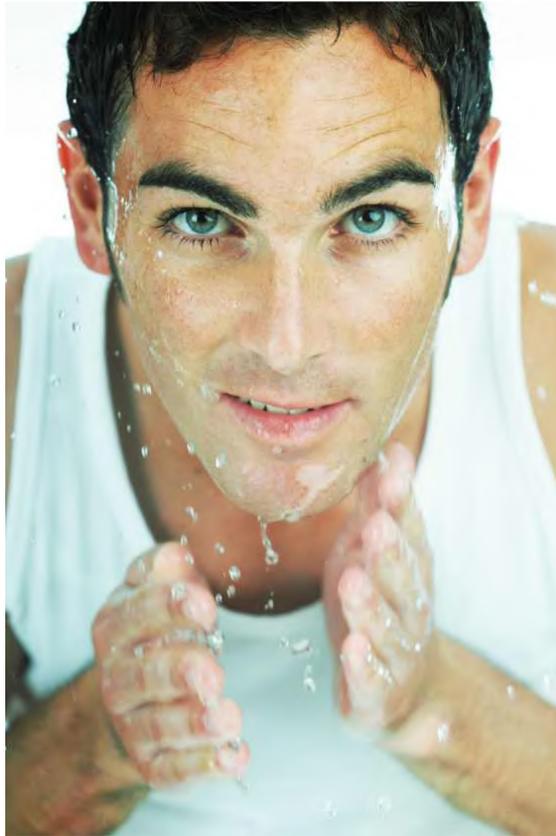
MODULE 1- ASSESSING YOUR SKIN TYPE AND CHARACTERISTICS

The success of The Genesis Skin Lightening Treatment exceedingly depends on the type of skin you have. A lot of people are not aware of individual their skin types and end up choosing skin care and cosmetic products that does more harm than good.

Identifying your skin type could be difficult considering that a lot of characteristics of each skin types overlap with the other. For instance, one often gets confused between oily and combination skin type or dry and sensitive skin.

Here is a detailed analysis and characteristics peculiar to every skin type and which will help you in identifying your exact skin type.

WHAT ARE THE DIFFERENT SKIN TYPES?



Every skin type can be classified as one of the 4 basic skin types- Dry, Oily, Combination, and Normal.

DRY SKIN TYPE

This skin type can be a curse in winters and one has to be careful while choosing skin care and cosmetic products as the wrong product can further dry out the skin. The dry skin type has certain unique characteristics that are not common to any other skin type, apart from the sensitive skin type.

Grainy Textured- Dry skin generally has a grainy texture. If you look closely in a mirror you'd be able to notice scaly skin that looks taught.

Flaky- Dry skin is generally flaky, especially in the winter season. When the temperature drops, you will notice white flake-like appearance on the skin. Generally, the flakes disappear with thorough moisturizing.

Rough and Dull- Due to the presence of flakes and a lack of moisture, dry skin usually feels rough and appears dull.

Chaps Easily- If your skin turns red and cracks easily all year round, you certainly have dry skin.

One way to test your skin type is through a blotting paper. Press the paper firmly on your skin and if you see no traces of oil, you have the dry skin type.

OILY SKIN TYPE

When body produces Sebum (natural oil) in excess, your skin tends to appear oily and acquires a shine. While oily skin type has its advantages like being less prone to wrinkle and other signs of aging, it has its cons too. To figure out if you have the oily skin type, here is a list of characteristics:

Acne- The main characteristic and a problematic one at that, is that the oily skin type is extremely acne-prone and not just on the face but also on the upper arm and back area. Excess secretion of oil could lead to clogging of pores and hence infection, which triggers acne and breakouts.

Visible Shine- People with an oily skin type have a visible shine on their face, especially the T-zone (nose and forehead area) and on the chin. Also, greasiness can increase considerably during the summer season.

Open Pores- Regular breakouts and stagnation of oil and dirt could lead to enlarged pores in this skin type. Open pores can further make the skin look rough and blotchy.

Black and White Heads- Black and white heads are common to most skin type, but these are more prominent on people with an oily skin. In fact, blackheads tend to occur mostly on oily skin.

The blotting paper test generally leaves behind visible traces of deep oil marks on the paper.

COMBINATION SKIN

As the name suggests, combination skin is a mix of dry and the oily skin type. You tend to have an acne-prone and oily skin at certain parts of the face and dry areas on the other. This is one of the most problematic skin types considering that it has the pros and cons of the other two types.

Oily T-Zone- A combination skin has a visible oily T-zone, which becomes more prominent due to the fact that the other regions of the face are relatively drier.

Selective Acne- People with a combination skin type tends to get acne around the T Zone and chin area. This could lead to localization of acne scarring, which further gives the appearance of an uneven skin tone.

Dry Flaky skin- Another downside of having a combination skin is that your skin will dry out significantly at specific areas like upper cheeks and near the side burns.

A blotting paper test would reveal that the T-Zone area would leave oil spots on the paper, while the cheeks remain dry or the oil marks are less prominent.

NORMAL SKIN

This is the dream of every person. A normal skin type has a balanced production of Sebum, leading to not a very dry or oily skin.

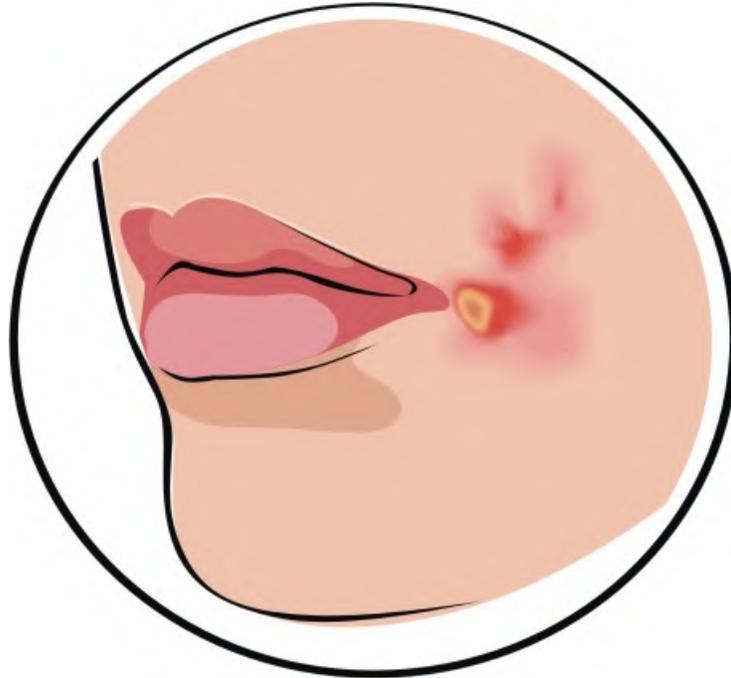
Little to No Breakouts- You are one of the lucky few if you rarely notice a zit or a pimple on your face.

No visible shine- Your face does not look like you have just smeared it with oil and does not reflect light that bounces off like in the case of oily skin.

Small Pores- Unlike an oily skin type, you do not get large open pores. Most pores are smaller and almost non-visible.

A normal skin type would show less amount of oil on the paper. If at all you do see one, you'd notice that the oil stains are deeper for the T-zone and chine area.

SENSITIVE SKIN

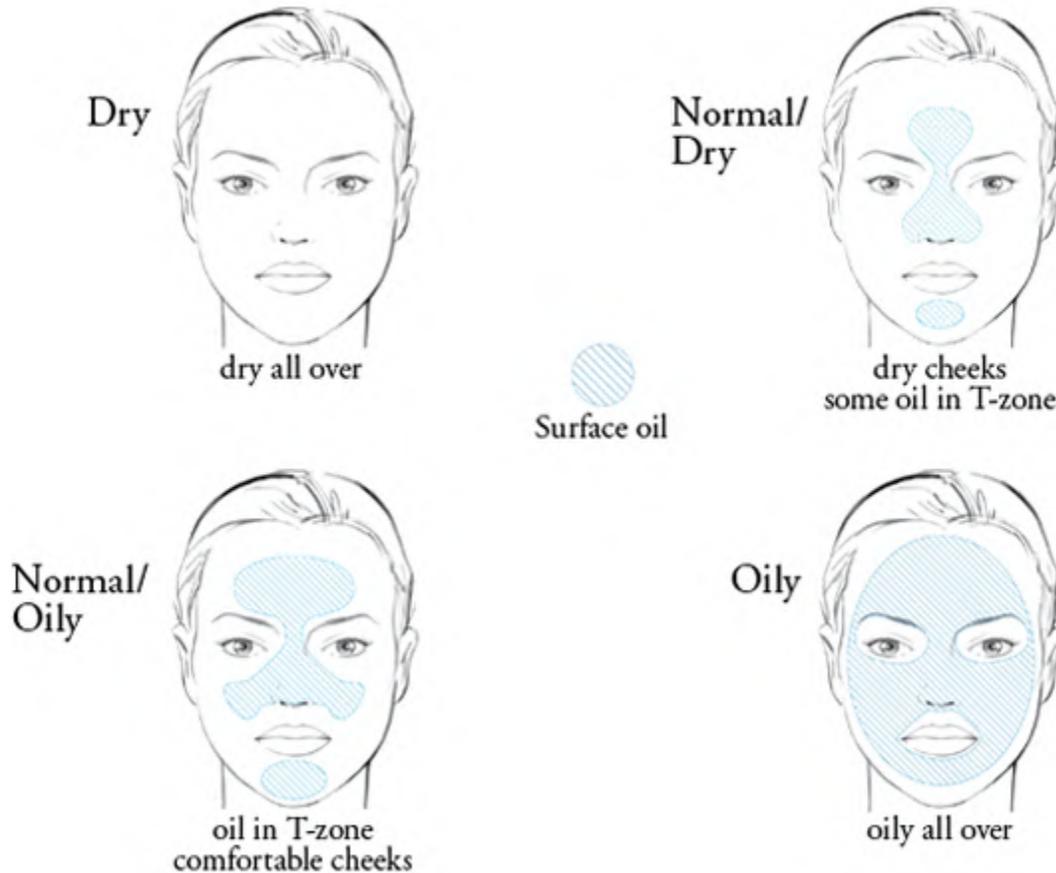


Sensitive skin are generally dry, but could also be oily or a combination of the two. Research says that most people have sensitive skin that worsens with constant exposure to sun and pollution and also because of overuse of cosmetics.

However, some people have extremely sensitive skin that would rash over, breakout or become flaky on being exposed to slight fluctuations. Sensitive skin needs a lot of care and there are special products that have to be used to prevent this skin type from getting irritated.

Any product that has been hailed to be non-comedogenic and non-fragrance, has been deemed fit for sensitive skin. Specifically look for skin care and hypoallergenic cosmetics that would not irritate or aggravate the sensitivity of the skin.

DETERMINE YOUR SKIN TYPE QUIZ



This quiz will help in determining your skin type better:

On first look, your skin appears

- a) Fine-textured and rough
- b) Healthy and supple
- c) Visible shine and redness along the T-zone
- d) Oily all over

How does your skin feel on touch?

- a) Dry and flaky
- b) Slightly oily
- c) Oily across the T-zone
- d) Extremely oily all over

On closer look, how will you describe the pores on your face

- a) No pores
- b) Barely Visible

- c) Fine Pores
- d) Open Pores

How often do you wash your face

- a) Cleansing once a day is enough for me
- b) Twice a day
- c) Twice to thrice a day
- d) I keep splashing water all day long to get rid of the greasiness

How does your skin feels after being freshly washed

- a) Extremely tight and stretchy
- b) Clean and slightly dry
- c) Tight around the eyes and cheeks
- d) Fresh and clean

How often do you get acne

- a) Rarely
- b) Once a month
- c) Regularly around the forehead and chin area
- d) Regularly and all over the face

If your answer consists of mostly A, you have Dry Skin

If your answer consists of mostly B, you have Normal Skin

If your answer consists of mostly C, you have Combination Skin

If your answer consists of mostly D, you have Oily Skin

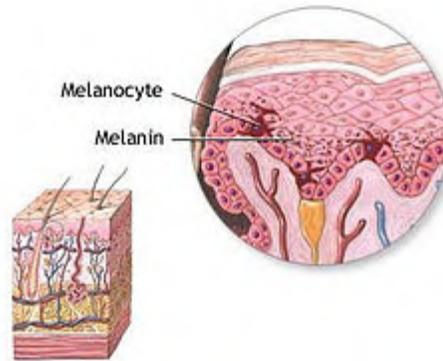
WHAT CAUSES SKIN DARKENING

Genes

The sun has been hailed to be one of the biggest causes for skin darkening, and to an extent the notion is completely true. However, even before the sun can darken your skin, it is genetics that decides your original skin color.

Black parents generally give birth to a dark skin colored baby and fair skinned babies get the color from their white parents. Genes play a vital role in determining the level of melanin in the body and hence your skin color, but most babies start getting darker as early as at the age of three. So, it means that as a baby, you were definitely were a couple of tones lighter than what you are today.

Sun



Staying out in the sun for prolonged hours can darken your skin up to 10 tones! Understand that depending upon geographical locations, the effect of the sun and the wavelength differs; this is also one reason why people from different countries have different skin tones.

The type of sun damage on the skin again differs from one skin type to another because of melanocytes, which produce melanin and is responsible for giving your skin, hair and eyes your natural color. When you are out in the sun, melanocytes absorb sunrays and increase the production of melanin to fight over exposure to ultraviolet rays that can cause skin problems (including skin cancer); however this increased production of melanin also leads to further darkening of the skin.

This is why the sun has different tanning effects on different skin tones and types, some people are already brown and they further darken, some become instantly red and a lot of dark skinned people do not tan at all.

Tan is different from **sunburn**. If you are out in the sun and your skin turns red or you feel a rash developing, then you are more prone to sunburn. Sunburn can be painful, cause skin irritation and could lead to skin diseases in the long run.

Categorically, the tanning effect on different skin types can be divided into 6 groups:

- Very fair skin that burns and rarely tans
- Fair to medium fair skin that tans and burns equally
- Sensitive skin that burns more than any other skin type
- Brown skin that tans more and rarely burns
- Dark skin than tans more and rarely burns
- Very Dark skin that never burns and the effects of sun tan does not show up easily

Hormonal Imbalance

Uneven skin tone is what majority of people suffer from. Not just on the face, but on different body parts too, a lot of people have a mix of skin tones ranging from their natural skin color to various shades darker.

Amidst various other things like weight gain and hair loss hormonal imbalance can also darken skin either completely or at places. Usually, the most common areas that darken as a result of your hormones running riot are

- the area around your lips,
- your forehead,
- the area around the eyes
- dark lines or patches on the neck

Ageing

With age, your skin loses the ability to produce new cells at the same rate at which your existing cells are becoming dead. Your skin becomes more prone to getting allergies and skin problems, which either individually or in combination, could lead to skin darkening and uneven skin tone.

Hyperpigmentation

Hyperpigmentation is the darkening of certain area of the skin due to excess melanin production. People with a darker skin tone are more prone to getting hyperpigmentations, however that does not mean that fair skinned people are safe.

Besides sun rays and ageing, diseases like Cushing's disease and Poryphria too can trigger hyperpigmentation, which leads to either spots or the formation of localized dark patches giving an overall appearance of unhealthy skin and uneven complexion.

Acne Scarring



Similar to hyperpigmentation, acne and zits can leave behind ugly scars. Generally, if you have a very fair skin tone, the acne scars are reddish in color, but if you have a darker skin tone, the acne marks take on a brownish tinge. Before starting with any fairness treatment, it is extremely important to take care of your acne issue.

These dark colored acne scars make your skin look darker at places and a lot of times if you get acne in groups (especially on your chin, cheeks and forehead), the scars that are left behind would form bigger patches. All in all, your skin ends up looking darker with an uneven skin tone.

In Module II, we would look at the solutions to cater to these causes of skin darkening and start with our fairness treatment program.

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