

## MODULE IV

- ✓ A complete beauty regime suiting your skin type and condition
- ✓ Ayurvedic, Herbal and Natural skin care tips that help brighten skin and impart a healthy glow
- ✓ Secrets of the best natural skin lightening products that you can find in your kitchen!
- ✓ Tips on skin whitening and getting rid of uneven skin tone
- ✓ Maintaining a fair and healthy complexion

## HOW TO MAINTAIN A FAIR AND HEALTHY COMPLEXION



Congratulations on having achieved a lighter and healthier looking skin. However, you must now take proper care to maintain your newly achieved fair skin as it won't take long for the sun and other factors to darken your skin again.

Keep up the treatment, but instead of following it on a daily basis you can limit The Genesis Skin Whitening Treatment to twice a week. This ensures that you maintain and continue to improve the complexion and health of your skin. First off, there are certain preventive measures that you must follow:

- Your regular cleansing, toning and moisturizing should not be compromised upon. Make sure that you end up removing dirt and dead skin cells from your face every single day, no matter how tired you are.
- The treatment is not for a limited period of time. You must not go back to your old habits once you achieve your desired skin tone.
- Swear by the sun block cream. When you find one that perfectly suits your skin type and skin condition, use it on a daily basis and keep a spare tube handy so that you do not slag when you run out of your current one.

- During the summer season, reapply sunscreen every two hours for maximum coverage. The summer sun can cause tremendous damage to your skin; in fact it can darken your complexion by two tones in just 3 hours. Always step out with sunscreen on and get a separate sunscreen for your body as well.
- If you are stepping out during the peak hours (that is noon to 3 pm) make sure that you apply sunscreen or use an umbrella to shade yourself from the sun's rays. If you are off for a day at the beach, stock up on sunscreen and wear a wide brimmed hat to minimize the effect of the sun.
- Follow the diet prescribed in the treatment and try to get some sort of a rigorous work out at least thrice a week. The sweat and endorphin released will do wonders for your skin.
- If possible, try to go for sauna sessions after working out. The steam helps to remove impurities from the skin and make it appear fairer and gives a healthy glow to the skin. If you cannot manage a sauna session, at least try to use a steam bowl for your face. This could precede your cleansing and toning session and will prove to be particularly effective if you want to remove unwanted black and white heads from the face.

## SKIN CARE TIPS

- All of us use milk on a daily basis either to put in beverages or meals. Next time just take a few teaspoons of milk in a bowl and dip a piece of clean cotton and then apply all over your face and neck. Milk is the best cleanser and also helps in minimizing open pores.
- If you have a rose plant at home, take a few petals, put it in a bowl and add 5 drops of almond oil. Now using your fingers crush the petals and let it mix thoroughly with the oil. Apply the mixture on your face for beautiful and radiant skin.
- Hibiscus is a common flower that has religious significance, but it can also work wonders for your skin and hair. Crush a few petals and apply on your face and hair before taking a shower. The flower act as a conditioner and you will experience soft and supple skin after rinsing it off.
- If you really want beautiful skin, get a small pot of Aloe Vera plant. You do not need a large space for this particular plant to grow, so you can easily keep it on your windowsill. Aloe Vera is laden with goodness and can help to treat acne, blemishes, rashes, tan and also works wonders for your internal health as drinking Aloe Vera juice is a recommended detoxification method.
- Next time you are making a fruit salad, take a piece of papaya and rub it on your face. Papaya has great anti oxidants and helps to improve the complexion of the skin along with hydrating and moisturizing.
- Do not throw out the peels of citrus fruits like oranges and lemons, these can be dried, grinded and made into effective scrubs.
- Rubbing cucumber on your face while you are busy working in the kitchen or just sitting idly in front of the TV is a good way to lighten your skin without any hassle.

- Have some leftover white bread? Just put these in a bowl of milk or curd and let it soak for 20 minutes. Then mash the bread and make it into a paste, your conditioning face pack is ready.
- For dark acne spots and pigmentations and even sun rash, a potato can be an effective cure. Cut a slice of potato into half and rub it all over your spots for about 10 minutes before rinsing off with cold water. Potato has anti-inflammatory properties and hence if you end up getting a burn: quickly rub a slice of potato over the spot, to avoid burn boils and redness.
- Drink at least 4 cups of green tea daily. Green Tea has anti-oxidants that help to detoxify your internal system and purify blood, indirectly green tea helps in improving the health and complexion of your skin. You can also alternate between drinking green tea and half a lime mixed in a glass of lukewarm water as both the drinks have tremendous health and skin benefits.
- No one eats the last part of the banana, use it to make your skin glow by rubbing it over your face and neck for an instant glow face pack.
- Applying orange juice too can help to tighten your skin, lighten spots and act as an anti-ageing solution.
- Most of us love staying up till the wee hours. Staying up till late can take a toll on your skin and hair too. Notice how your hair feels greasier if you've stayed up till late and your skin looks pale? Ayurvedic principles suggest that you should sleep with the sunset like the rishi munis (saints), but it is not possible for us today to sleep with sunset. However, you should try to sleep by midnight and wake up before 10. The idea here is to follow the principles of nature as our internal and external health is to a great extent influenced by the forces of nature.
- Get fresh air, talking a walk in the morning when the air is yet to be polluted is recommended not just for its health but also for its beauty benefits. Fresh air improves blood circulation and removes purities from the blood, deep breathing in the morning (try Pranayama, a deep breathing yoga exercise that removes stale air from your body) air will help in improving your internal and external health.
- Wash your face as soon as you get up in the morning. When you are sleeping, your skin releases extra oil that helps to repair the damages done to the skin throughout the day. Although, this natural oil is good for your skin, it attracts dirt and pollution, making your skin darker. Cleansing your face first thing in the morning ensures that you get rid of the stale natural oil and dirt.
- Ancient Indians used Ghee on their faces as moisturizer. Ghee when mixed with a few drops of lemon juice or rose water hydrates and lightens skin. For naturally pink lips, apply ghee mixed with a pinch of turmeric on your lips before going to bed.
- Chamomile tea can help to detoxify your body and also lighten skin. Brew chamomile tea and apply the liquid on your face and skin, let it stay on for about 15 minutes and then

rinse off with water. Chamomile tea has skin bleaching properties and helps to lighten skin and hair

- Shaving creams contain harsh chemicals that can make your skin several tones darker. For men, use shaving creams that contain natural ingredients like Vitamin E, Aloe Vera and which is derived from herbs. Women also resort to shaving their body parts, as much as possible try to get your hair waxed rather than shaved or use a razor.
- Massaging your face with sandalwood oil at night will help to lighten skin tone, moisturize your skin and reduce wrinkles and other signs of aging. The oil might be difficult to procure and is also a tad bit expensive as compared to regular almond or coconut oil, but it has immense health and beauty benefits.
- One of the most common trends today is to bleach skin using harsh chemicals. Bleaching does whiten the skin almost instantly, but the effects are not long lasting and it can also cause damages to the skin over a prolonged period of time. Try to naturally lighten your skin rather than going for chemically laced products.

## AYURVEDIC HERBS THAT HELP IN WHITENING SKIN



There are numerous herbs that help in whitening skin and reducing wrinkles and fine lines. Most of the herbs can be found in your kitchen and the others are widely available at your local super market.

**Turmeric-** We have already highlighted the importance of turmeric powder in skin lightening, but the turmeric root is better than its powdered form, mainly because of the fact that the powder you get from the market is not hundred percent pure. You can either soak the turmeric herb in milk to make a paste, or grind it to a powdered form and then use it in face packs

**Kesar (saffron)** - Kesar might be expensive but has a of health and skin benefits. Having kesar with milk helps to purify blood, reduce impurities and thus help in skin lightening. You can also add a few strands of kesar to soak in a bowl of milk overnight and then use this milk to make a face pack.

**Manjith-** This herb is as effective as topical treatment when it comes to reducing acne and pimple marks.

**Carrot Seed-** Stock up on these and grind them to a powdered form. Mix this with milk and apply on your skin. This doubles up as both a scrub and moisturizer and is especially effective on chapped lips and dark spots on the face.

**Quince Seed-** If you want to fight the signs of ageing, make sure you never run out of quince seed. These help in increasing collagen, tightening your skin, fights wrinkles and age spots, and make your skin look younger and fairer.

**Lady's Mantle- Lady's** Mantle also known as Tragus is known for its ability to lighten and soften skin. This is widely used as an ingredient in bleaching products, owing to its naturally bleaching properties. If you have age spots, freckles, acne scarring, grind the herb along with rose water and make a paste. Apply this twice on the affected area or on your entire face and neck and let it stay on for about 10 minutes before rinsing off with cold water. Some people might feel a stinging sensation and although, herbs rarely react and cause skin allergies, it is better to not use the herb if it causes discomfort.

**Strawberry leaves-** Use water or milk to grind the leaves and make a paste, either apply this paste as it is on your face or add gramflour and turmeric to make a face pack. Let it stay on for 15 minutes and then rinse off.

## HOW TO CHOOSE COSMETIC PRODUCTS FOR YOUR SKIN



Every girl loves makeup, it brings out the best in them. However, there are certain considerations that you must keep in mind before choosing your favorite cosmetic product.

## **Face**

After you religiously follow The Genesis Skin Whitening Treatment, you will have a lighter and healthier looking skin. There are 4 cosmetic products that one generally use on their face – Face Primer, Foundation, Concealer and Face Powder

### **Face Primer**

Applying face primer right after moisturizing your face gives you the perfect base to work your magic on. For dry and normal skin, look for a cream based facial primer that comes without any silicone and can keep your skin hydrated throughout. For those with an oily and combination skin type, your primer should ideally have mattifying properties to soak in the excess oil and not impart a shine to your face.

### **Foundation**

First off, understand that the purpose of applying foundation is to hide your blemishes and skin imperfections. A lot of people apply foundation a couple of shades lighter than their natural skin tone, this only gives them a white ghoulish look on their face, while the rest of their body is darker.

Look for a foundation that matches your skin tone perfectly. The best way to pick up a foundation for yourself is by picking up three shades that are close to your skin and then applying a swatch over your cheeks (make sure to do the testing on your cheek and not on the back of your hands as the color on the back of your hands is anyway lighter than your face). Now blend these in a straight line, such that one shade does not blend with the other. Now pick the shade that completely vanishes when blended well and matches perfectly with your original skin tone, this is your ideal shade of foundation.

Also, a lot of women use their hands to blend in the foundation. Using your hands can leave behind patches on your skin and gives a much 'made up' look. The true purpose of applying makeup is to make your skin look naturally beautiful. Use a stippling brush or a sponge to apply foundation.

A stippling brush gives an airbrushed look and a more natural appeal. If you are using a sponge to blend in makeup, make sure you soak it in water and let it expand and when it has grown to almost double its size, pinch to take off the water and use it to blend in your foundation. Using a sponge is particularly recommended if you are using a liquid foundation as the sponge would tap off the excess product easily.

### **Concealer**

If you have a healthy and well-balanced skin, you would not need a concealer, but for women with blemishes and dark circles, you need a bit more help than just foundation. Again, while choosing the concealer, you should go for the one that is a shade lighter than your skin tone, because you want to lighten a darker or problematic area.

Ideally you should apply the concealer after applying foundation and before applying face powder. A stick concealer is the easiest as all you have to do is tap the product on the required area and use your ring finger to blend it in, if the area to be covered is large, use a sponge.

### **Face Powder**

The face powder can make or break your complete look. Keep your current skin tone in mind, for fair skinned people a translucent face powder with pink undertones is the best option. If you have medium fair skin, go for a warm or beige colored face powder and for tanned skin, dark beige or a sandalwood shade would be the perfect choice.

If you have oily skin, make sure to keep a compact face powder handy as you would need repeated application to provide a mattified look. For dry skin type, use loose mineral powder rather than pressed powder as that does not dry out the skin.

### **Blush On**

For a little color on your cheeks, make sure to choose the right blush on. There are three types of blushers that are available in the market today: cream based, in powder form and cheek stains.

If you have a fair skin tone with pink undertones, go for a baby pink to rosy color to add the natural flush to your cheeks. For medium fair to brown skin color, a peach color blush on looks fantastic and gives that sun-kissed look. If you have a very dark skin tone, go for a bronzer as that imparts a nice shimmery look and accentuates your cheek bones.

## **Lipstick**



Lipsticks are not particularly based on the color of your skin. there are so many colors that complements every skin tone, what matters is to understand how the particular color would look on your face.

While choosing any lip color, keep three things in mind- your natural skin tone, the natural color of your lips and how does the lipstick look on you sans any makeup.

A particular shade of red lipstick would look different on you if you are fair than it would on someone who is a bit tanned. Also, your skin's undertone (whether you have a pink or yellow undertone) helps to determine how the shade comes out on you. Apart from your skin tone, a lip color would look different if you have makeup on. Find a shade that looks good on you without any makeup and it would look good on you with makeup as well.

Some people have very light natural lip color and some have extremely pigmented lips. This influences considerably the final look of a lipstick. If you have dark lips, you can neutralize it by applying a bit of a concealer before applying lipstick and if you want to naturally lighten your lip color, follow the steps given in the treatment.

You should at least have 3 shades of lipstick with you- a nude color, a shade perfect according to your skin tone and lip color, and the perfect shade of red.

A nude lipstick would again differ from one skin tone to another, for fair people, a nude shade is generally a very light pink color and for darker skin tones, it could be anything between beige and brown. To pick out your perfect shade of nude, take two lip colors that are closest to the original color of your lips and apply a bit on the middle portion of your lower lips. If the middle portion completely disappears and blends in with the rest of your lips, then that is your perfect shade of nude.

For every person, there is a perfect shade. Look for a lip color that is two shades darker than your natural lip color, this is your to-go lipstick, you can wear this at any time and it would look perfect on you.

Finding the perfect shade of red could be extremely tricky. If you are fair with yellow undertones go for an orangish red, if you are fair with pink undertones go for a bluish red. Medium fair to dark skin tones will be able to carry off a maroon or a glossy scarlet red lipstick well.

And yes, remember that whatever product you are buying is branded and tested. Look at the label and see if it has natural ingredients and Vitamin E. Never buy cheap makeup or use makeup products beyond their expiry date.

Good Luck!

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