

## Summer Skin Preparation

VOTRE VU®

**Shield Your Skin** – During the sunny '70s, baby oil, reflective tanning mats, and native tans were on trend – while sunscreen was beauty's best-kept anti-aging secret. Not until recently has it become widely known and accepted that sunscreen is the most effective step you can take to deter wrinkles, fine lines, and other visible signs of aging skin.

What's more, you must select your sunscreen carefully and use it properly to effectively shield your skin. Most dermatologists – particularly those specializing in skin cancer – recommend a sunscreen with a chemical *and* physical barrier in order to ward off *both* UVA and UVB rays. In addition, sunscreen must be reapplied every two to three hours, depending on your level of exposure and activity, which is why you cannot rely on an SPF built into your daily moisturizer. Take care to cover the hands and neck, the first places to show signs of age, as well as the often neglected ears, feet, shoulders, and nose.

Rich in natural plant extracts and loaded with essential oils, *Votre Vu's Self Preservation Le Bloc de Soleil SPF 30* is blended with the same botanical base as our day crème for normal to dry skin, thus producing a moisturizing block that is unlike the typical dehydrating formulas used in common American sunscreens. Hydrating shea butter, vegetable glycerin, and organic propylene glycol join with sunflower seed, calendula, avocado and St. John's wort oils to heal, protect, fortify, and guard against inflammation. Full coverage comes from a combination of titanium dioxide and eusolex 4360, both of which protect against UVA *and* UVB rays, with additional UVB filters provided by parsol and eusolex 232. Be protected!

**Revise Your Regimen** -- Most people have a skin care line suited to their normal complexion, but changing seasons can often herald a change in regimen. (Stress, hormones, diet, health, and other factors can also call for a product change.) For instance, increased perspiration – particularly if mixed with urban debris – might create a need to switch from a normal-to-dry regimen like *Votre Vu's Best Regards*, to a line for troubled or oily skin, such as *Peau Équilibrée*. Allergies also pick up in the warmer weather, as skin is exposed to many more floral and topical elements, thus demanding a switch to a sensitive skin care line like *Votre Vu's French-organic Attentive* or a calming product for highly reactive skin, such as *Tragic Magic Rescue Crème*. Occasional sun rash breakouts and bug bites are well treated with *Au Revoir! Spot Remover*, particularly for aging skin which tends to heal more slowly.

**Get Fresh!** You step into a steamy car, out onto hot pavement, aboard a blistering subway, and pick up the pace for a sunny race walk. While you may long for a shower, you simply cannot take one throughout the day ... or can you? Beyond refreshing, *Votre Vu's A Votre Santé* half-toner, half-sérum mist gently cleanses and hydrates the face and body with an

all-natural elixir of essential fruit oils and natural plant extracts. While a water mist actually dehydrates the skin, a spritz of *À Votre Santé* will not, as it draws upon the naturally antibacterial and antimicrobial wild **organic** peppermint to refresh and stabilize the complexion while boosting the mind and spirit. Men's skin tends to be oilier and harbor more bacteria in any season, making this mist a welcome routine in any weather.

**Do Not Fear the Itty Bitty Bikini** – Embrace this season's ultra-short shorts and minis, bikinis, tunics, and spandex by not waiting until June to prep your thighs accordingly. Start today, with an honest review of your diet and lifestyle. Switch from sodas and coffee to water and an all-natural benefit beverage like *SnapDragon* that helps eliminate toxins, rejuvenate your digestive system, and nourish your skin from within. You may find simply switching your beverage and hydrating properly boosts your energy and immunity, improves skin tone, and even results in some bonus weight loss.

Also, give your bikini body the double whammy with a daily application of a slimming system, like *Votre Vu's C'est La Vie*. Massage in the slimming gelée by day and the crème by night and bid *adieu* to unwelcomed cellulite. This daily blend of caffeine, ginseng, and other botanicals revs up circulation, nourishes capillaries and muscles, and helps prevent cellulite while the natural nighttime formula boasts complementary extracts and elements that flush out sluggish congestion in pores and capillaries and stimulate the lymphatic system to rinse out.

**Boost your Glow and Ego.** Conceal unsightly lumps with pseudo-sun-kissed skin. *Votre Vu's Self Preservation* botanically powered bronzers for the face and body incorporate moisturizing properties so skin is not left ashy or patchy as with other dehydrating, chemically based self tanners. *Vu's Bronzer Pour Le Visage* keeps your routine simple, serving as a daily moisturizer so you don't need to layer on products -- just let your golden, glowing face breathe!

**Break Down Build Up:** To prep and open pores to better receive a slimming treatment or self tanner, make sure to exfoliate and rid skin of the excess buildup of dead cells – a routine that builds resiliency and cleans pores to keep blemishes at bay. On the face, *Vu's organic Royal Treatment Gentle Pearls Scrub* should be used once weekly. On the body, rub in 11 essential oils with *Vu's all-natural Amour D'Ore Les Vitamines Pour Vous*, then layer with a sprinkling of sea salt and massage to exfoliate. Rinse and relish your rejuvenated skin. A beautiful multi-tasker, *Amour D'Ore* can be sprayed on hair for a UVB-filtering hot oil treatment in the sun and rubbed into body or feet to nourish skin, boost circulation, and incentivize for exercise!

**Put it on Thick:** The delicate skin around the orbital area looks for serious hydration and protection, so don those current oversized sun specs by day and lather on the eye treatment at night. *Votre Vu* recommends *Tout Le Monde Eye Gelée*, a botanical blend of powerful plant extracts, lavishly applied for a luxurious eye masque and refrigerated for a refreshing

moisturizer that boosts circulation and banishes dark circles. While *Tout Le Monde* does contain sun filters, by all means, wear those sunglasses. Squinting and poking at the eyes accelerates the formation of fine lines and wrinkles. You have the botanical power to put on the brakes!

**Tend to Your Tendrils and Scalp** -- Protect your lovely locks from drying – and your costly color from fading – by indulging in nourishing hair products with sun filters that shield hair and scalp. Votre Vu's *Cheveux Heureux* line is free of the chemical foaming agent sodium laurel sulfate, but bubbling with B vitamins, wheat proteins, and protective botanicals. Cleansing with a gentle shampoo like *Shampoo Riche* often allows you to skip a wash, further promoting scalp and hair health. Style and aroma can be touched up – and hair and scalp guarded from the rays -- with a spritz of algae-infused *Brume Protective* strengthening mist. *Mender de Cheveux*, Vu's heat-activated styling sérum, packs powerful sun filters along with jojoba oil, and vitamin E to create a dual conditioner and solar shield for your hair and scalp. Your alternative: a wide-rimmed chapeau!

Make a spring resolution to be protected this summer. Healthy, nourished skin is resilient and less offended by changes in temperature – whether it is seasonal or a quick adjustment from the hot summer outdoors to air-conditioned indoors. The time is now to be proactive ... **at votrevu.com.**

#### **Votre Vu Products with Sun Filters**

*Amour D'Ore Les Vitamines Pour Vous* all-natural dry oil spray of 11 essential oils

*Attentive Crème de Jour Organic Day Crème for Sensitive Skin*

*Champagne Kisses Enhancing Lip Balm*

*Cheveux Heureux Mender de Cheveux* (styling serum for hair)

*Cheveux Heureux Brume Protective* (strengthening mist for hair)

*Duette Luxe Lips* (lip balm) and *Hand Crème*

*Full Benefits Crème du Jour Day Crème for Mature Skin*

*Habitude Men's Daily Face Crème SPF 15*

*Peau Équilibrée Crème de 24/7 Day/Night Crème for Troubled or Oily Skin*

*Self Preservation le Bloc De Soleil SPF 30*

*Tout Le Monde Antioxydant Eye Gelée*