

Skin care

TIKA HRIBAR'S TIPS AND TRICKS

@tixibeaity



@tixibeaity

“Contrary to what beauty bloggers and influencers would have you believe, skin care does not have to be a complex, hard-to-handle, time-consuming process. Yes, of course - I used to think so, too.”



“With this brochure, I would like to point out some simple basics that will help you efficiently achieve a satisfying level of well-nourished skin.”



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Hi, I'm Tika!



As far as skin care goes, I'm really only an avid user and amateur who combined her researching skills with passion, which lead to an addiction for thought-out skin care and beauty contents in general. My contents are therefore supported by research, science and solid user experience, since I do not trust product labels and marketing claims! Despite this, my posts never reflect the absolute truth, since my research and acquisition of new knowledge has always been an "unfinished business".

My passion for skin care and beauty started developing on the Planet Lepote forum, where I was also a moderator. I later found myself in this role also in the Facebook group "I love cosmetics". After all these years of "pontificating" on these platforms, I decided in 2018 to create my own. This is how the **Tixibeauty profile** was first created on **Instagram**, which I later upgraded to a blog, and currently I'm exploring the wackiness of Tiktok.

Why is skin care important?

First of all, a well-cared-for skin is a **visibly healthy skin**. Some types of skin need more special care than others. The rare, lucky few who need no special skin care are the exception rather than the rule, since most skins are actually moody princesses. **This is why basic principles are actually important to understand if we wish to have a healthy, well-cared-for and more youthful skin, especially as the forties draw near.**

It is important to understand that the purpose of skin care is mainly preventive: through suitable care, we can avoid dry, dull, irritated skin prone to acne while also slowing the signs of aging. **It is important to understand that there is no magic wand to erase the signs of aging and other hassle, despite the fact that marketing gurus would like to convince us otherwise.** Skin care is not a quick solution for years of neglect, which is why it is worth adopting a skin care routine as soon as possible. The saying “prevention is better than cure” holds especially true in this regard. There are no creams to erase wrinkles, spots or acne, and every single skin care routine needs some time to fully develop its potential. As I was saying, this is never a magical solution, but even after a long period of neglect, it can significantly improve the health and appearance of our skin if we create a routine that suits us, both in terms of time and financial investment, but mainly in terms of what our skin needs. We can expect the most from our skin care routine if we perform it on a regular basis while offering our skin what it needs.

What does our skin need?

I like to say that our skin is like a moody princess with a lot of individual demands. After all, our skin is an organ, just like our kidneys or our bladder; like any other organ, it also has its own specific features which vary from one person to another. This is why it is difficult to generalize what a certain skin type needs; understanding different skin types and most common conditions can, however, help us.



Skin types and conditions

In terms of skin care planning, we can roughly define four types of skin, but keep in mind that this is only a basic segmentation. Defining which conditions or issues we wish to address, as well as specifying the end goals for our skin care routine (acne, dry epidermis, dull skin tone, hyperpigmentation, aging etc.), is much more important than knowing our skin type.

When we know our end goals, we can choose products with suitable ingredients and texture. We can help ourselves with statements on the packaging regarding skin type, but if we truly wish to optimize our skin care, we must focus on our goals. Specific features of our skin are too particular to be allocated to one skin type, which is why choosing your skin care products based solely on this criteria is actually suboptimal.

But we do have to start somewhere, and knowing the difference between skin types is a sensible place to do so. **How do we determine our skin type?** We can perform a simple test at home:



- 1** Wash your face with a gentle skin cleanser which does not dry out the skin, and don't apply anything to the face afterwards.
- 2** Notice what your skin looks like 30 minutes after you have washed it.

NORMAL SKIN

if your skin is not particularly shiny or tight, you most probably have normal skin. Generally, normal skin is "happy" skin which needs no particular attention. There are usually no visible imperfections or hypersensitivity reactions.

OILY SKIN

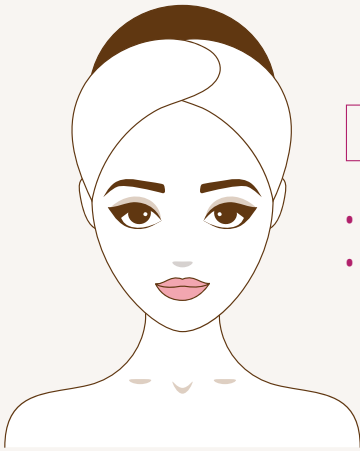
if the entire surface of your skin is shiny and greasy to the touch, you most probably have oily skin. Oily skin has no dry areas, and increased pores and various types of acne are often present. Even though it seems that you have pulled the short straw, oily skin has one big advantage: usually, it is more firm and thicker, which means that it will age more slowly.

MIXED SKIN

if your forehead, nose and chin (the so-called T-zone) is oily while other parts of your face are dry or normal, you most probably have mixed skin. Various types of acne are often present, and pores can be more visible in certain areas.

DRY SKIN

if the surface of your skin is dry, if you feel it tightening and if you even have some flakes on your face, you most probably have dry skin. Generally, you can also notice that your skin is drier and more sensitive. It can have a dull appearance, and small wrinkles are noticed sooner. Your pores are usually less visible.



NORMAL SKIN

- Is not shiny
- Is not dry, it is not tightening

Generally, normal skin is “happy” skin without imperfections and hypersensitivity reactions.

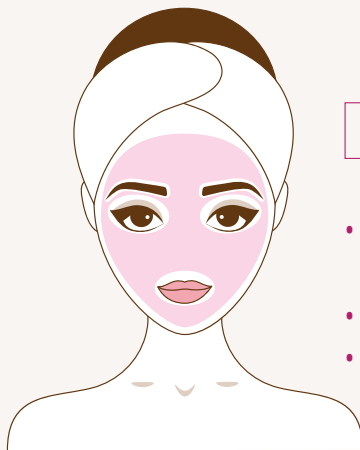


MIXED SKIN

- Greasy forehead, nose and chin
- Other parts of the face are dry or normal

A greasy T-zone and dry cheeks are very common with mixed skin. Acne and more visible pores in greasy areas can appear.

WHAT TYPE OF SKIN DO I HAVE



OILY SKIN

- The surface of the entire face is shiny
- It is greasy to the touch
- It has no dry areas

Generally, oily skin has increased pores and various types of acne can also be present. It does, however, have a great advantage since it is often firmer and thicker.



DRY SKIN

- The surface of the skin is dry
- Skin tightness
- Can become scaly

Generally, you can also notice that your skin is drier and more sensitive. It can have a dull appearance, and small wrinkles are noticed sooner. Pores are usually less visible.

I'm sure that you are wondering what happened to acne-prone skin, sensitive skin, dehydrated skin etc.? **These are not actually skin types but skin conditions which are caused by damage, diseases or genetic predispositions.** Conditions happily coexist with one another, as well as with all skin types, **with the exception of normal skin which, by definition, presents no particular issues.** At the same time, your skin can be dry, sensitive, dehydrated and prone to acne. Or oily and sensitive, mixed and dehydrated etc. In order to plan your skin care routine, you must first determine the combination of your skin type **and all of its conditions. Four common skin conditions which are often mistakenly referred to as “skin types”:**

DEHYDRATED SKIN

if I got one pound every time when somebody tells me that their skin type is “dehydrated”, I wouldn't have to write so many articles. :) A dehydrated skin which cannot seem to get enough moisture and is also very oily is almost always caused by improper care. Some types of skin are more prone to dehydration due to diseases or genetic predispositions, which is usually the case with dry skin, but really, dehydration does not discriminate. Anyone's skin can become dehydrated without proper care. If your skin is dehydrated and oily, this just means that it is trying to compensate by retaining moisture.

ACNE-PRONE SKIN

if our skin is full of imperfections in the form of various types of acne, we can define it as acne-prone. This is caused by different factors. Sometimes, inadequate care is to blame; other times, we can attribute it to a systemic illness or a genetic predisposition, e.g. if our skin is oily, it produces more sebum which, in turn, causes pores to clog more easily. In treating acne, it is extremely important to address the root cause. Just like dehydration, acne do not discriminate and can appear in all types of skin.

SENSITIVE SKIN

if your skin is easily irritated and stings, itches, reddens or even swells quickly, you probably have sensitive skin. This condition more often happens with dry skin with a naturally weak **skin barrier*** but, once again, sensitive skin does not discriminate and is not mutually exclusive with other skin types. Sensitive skin is often a consequence of skin disorders such as atopic dermatitis.

IRRITATED SKIN

if your skin is quickly “annoyed” and fits the description of sensitive skin even though this was not always the case, your skin is probably irritated. This condition is likely due to improper care and, like any other condition, can appear in all skin types. The good news is that irritation is a temporary condition which can be remedied relatively quickly by adjusting our skin care routine.

Most annoying skin conditions can be mitigated, prevented or even remedied with suitable care for our skin barrier.

*Skin barrier?



I truly don't want to bother you with complex expressions but this is basically the most important one:

“Skin barrier”, “hydrolipidic barrier” and “protective layer of skin” are expressions used to describe the cluster of microorganisms, sweat, sebum, cell water and fats (lipids) in and on the stratum corneum of our skin, which is the outer layer of our epidermis.

The skin barrier has a very important function: it protects our skin from harmful external influences and loss of moisture.

Even though it hardly sounds exciting, a successful performance of this function is of **key importance and is also the basic condition for a healthy, good-looking skin.**

Numerous of the above-mentioned conditions are connected to a damaged barrier which occurs due to inappropriate skin care.

Skin barrier

is an extremely important protective layer of our skin which consists of a cluster of microorganisms, sweat, sebum, cell water and fats (lipids). **The skin barrier has a very important function: it protects our skin from harmful external influences and loss of moisture.** Even though it hardly sounds exciting, a successful performance of this function is **of key importance for a healthy, good-looking skin.**

In short, a healthy barrier is where healthy and beautiful skin begins and ends.

With suitable skin care, using products which are adapted to our skin type and skin conditions, we make sure that our skin becomes (and remains!) healthy. And here is where the key skin care principles, based on the maintenance of a healthy skin barrier, come into play:

Less is more

I'm sure that you have already heard of skin care routines which consist of no less than 12 vital steps. Do we really need all of that? Definitely not. Of course, this doesn't mean that these routines don't yield results in certain individuals; it is true, however, that the same results can be achieved with less. We must remember that every product contains preservatives that we layer on our skin, together with the beneficial ingredients; furthermore, the safety and efficiency of a certain formulation is only tested for each individual product, and does not take into consideration the "cocktail" of products that we mix on our skin by layering them one onto another. These ingredients are not necessarily compatible with one another! "Less is more" can quickly turn into "bad mood galore". More ingredients may mean more potential irritants and more mutually incompatible ingredients which can irritate our skin.

GROUND RULES

Less is more

"Less is more" can quickly turn into "bad mood galore".

12 STEPS?!

K-Beauty trendovi?

PRESERVATIVES?

Products also contain ingredients that our skin doesn't need.

COCKTAILS OF INGREDIENTS

Are the ingredients compatible? Is the cocktail of ingredients from different products safe?

Always be gentle and patient

Here are a few ground rules to remember in order to maintain a healthy skin barrier and prevent any lasting skin damage. Never pull or rub on your skin; never wash it with hot water; and never mess with your pimples. Never use rough mechanical peelings and always choose efficient, yet skin-friendly products. When it comes to gentleness, it is also important to remember the first rule: less is more. Never drown your skin in a multitude of mostly useless products.

BASIC RULES

Pamper the princess

„A healthy skin barrier is the most important component of a beautiful, healthy skin.“

HANDS OFF!

Never pull or rub on your skin and be gentle with it.

MECHANICAL IS OUT

Most mechanical peelings are too tough on the skin. Micro-abrasions, anyone?!

LESS IS MORE, DUH

Don't use too many products and active ingredients; introduce them one at a time.

Never skip cleansing, moisturizing and UV protection

When it comes to skin care, these are actually the only “indispensable” steps which provide the foundation; a detailed insight will be described below. With these three steps, we actually cover around 80% of skin care; the remaining 20% are “complications” reserved for advanced skin care lovers.

ALWAYS REMEMBER:

**Cleansing,
moisturizing
and protection**

DOUBLE CLEANSING



Using gentle products with a suitable pH

MOISTURIZING



Efficient moisturizing formulations which correspond to the type and the aging of our skin

EVERYDAY PROTECTION



In appropriate quantities

Suitable skin cleansing

Suitable cleansing is practically the most important step of efficient skin care. We can use a ton of expensive ingredients but if we apply them on a layer of dead skin, make-up residue and sunscreen, it won't change a thing. Clogged pores look larger; dead skin seems...well, dead; make-up residue and accumulated sebum hinders the absorption of high-quality products, and when the three worlds collide - hello, acne outbursts and gray, dull skin!

But cleansing does have a dark side. If we clean our skin too often or use inappropriate or aggressive skin cleansers and rough cleansing methods, the natural protection of our skin can get severely damaged. A damaged skin barrier can cause a whole heap of issues, such as hypersensitive (irritated) skin prone to eczema, peeling, acne and dehydration. We are aiming for a perfect balance: thorough, yet gentle care. Let's take a look!

Thoroughly ...

I am a firm proponent of the double cleansing method which is shaping up to be a practical and efficient skin cleansing method. It is difficult to find a better solution. As the name suggests, the method is composed of two steps: during the first step, we "scrape off" any dirt which we then gently wash off the skin during the second step:

1 First, we clean our skin with an oil-based cleanser which is an efficient method to remove make-up, SPF sunscreen, sebum etc. In doing so, we are "fighting fire with fire", so to speak, since oil-based cleansers efficiently help with the decomposition of oily impurities on our skin. Oil-based cleansers are: various types of cleansing emulsions, different cleansing milks, oils and cleansing ointments.

2 During the second step, water-based cleansing efficiently removes all residue of oil-based cleansing products. During the first step, we "lift off" all impurities which we then get rid of in the second step using a gentle cleansing gel and water. In the second step, we can also use facial cleansing devices if we think that gentle exfoliation of the skin is also necessary. Water-based cleansers are various skin cleansing gels.

Skin cleansing | THOROUGHLY IN TWO STEPS ...

1 OIL-BASED CLEANSING OIL-BASED CLEANSING AGENTS



Fight fire with fire.
Only oil-based cleansing agents are efficient enough to disintegrate oily impurities on our skin.

2 WATER-BASED CLEANSING GEL-BASED CLEANSING AGENTS



Remove all residues of oil-based cleansing. During the first step, we "lift off" all impurities which we then get rid of in the second step using a gentle cleansing gel and water.

... yet gently

... using suitable products, skin cleansing frequency and using appropriate devices. Did you know that inappropriate cleansing methods are the most frequent cause of a damaged skin barrier? With aggressive cleansing products and methods, and inappropriate habits, we don't only remove impurities but also beneficial ingredients which naturally protect our skin.

THIS IS WHY YOU HAVE TO PAY ATTENTION TO THE FOLLOWING:

Choose high-quality cleansing products containing gentle cleansing ingredients with a suitable pH which suit your skin type.

Double cleansing is reserved for the evenings since we don't need to remove our make-up or sunscreen in the morning. Use the minimum possible amount of cleansing products and optimize the frequency of cleansing in terms of the state of your skin. In the morning, you can only freshen up with water; if necessary (if you have oily skin, for example), use a cleansing gel. Without scruples, you can even skip the morning cleansing routine if your skin allows it. Listen to it.

Be careful when using devices such as Foreo, Clarisonic, Visapure etc. While some of them are gentler than the others, I am not a proponent of everyday use of such devices. I suggest that you approach them with great care, especially if your skin is sensitive or if you regularly use acids and other exfoliants (peelings).

Cleanse your skin with lukewarm water, as hot water can dry it out, thus endangering your skin barrier.

Avoid pulling and roughly touching your skin. Pat excess moisture with a clean towel and apply a serum or a moisturizing cream to a slightly moist skin.

Skin cleansing | ... BUT GENTLY!

- GENTLE PRODUCTS WITH A SUITABLE PH
- DOUBLE CLEANSING - ONLY IN THE EVENING!
- CAREFUL WHEN IT COMES TO DEVICES!
- LUKEWARM WATER
- SAY NO TO VIOLENCE!



Double skin cleansing is not necessary (or recommended) in the morning or, in general, when there is no need to do so (if we didn't use sunscreen or make-up). We must never forget to be gentle with our skin ...

WASH YOUR HANDS! | ALWAYS RINSE MICELLAR WATER!

BONUS POINTS

Wash your hands before touching your face. Even though it sounds obvious, it slipped out of my mind a couple of times. The last thing your face needs is additional dirt.

Always thoroughly wash micellar water. Micellar water must not remain on your skin: in addition to dirt, it also binds "healthy" fats (lipids) which can damage your skin barrier and dry out your epidermis. Regardless of the guarantees and warnings that sellers put on their packaging, we never leave cleansing agents on our skin! Numerous women only have dehydrated skin because they never wash off their micellar water.

Rules for

cleansing

your face

1

Wash your hands

Your face contains enough dirt as it is.

2

Choose your cleansing agents wisely

Only opt for high-quality and gentle cleansing agents with the appropriate pH value.

3

Lukewarm water

Hot water is only good for pasta.

4

Say no to violence!

Your skin is a princess; be gentle with it - tap, do not rub!

5

Careful when it comes to devices

Be smart and don't exaggerate with exfoliation.

6

Double cleansing

truly is all that, but only when necessary.

7

Rinse!

Always rinse micellar water and oil-based cleansing agents.



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SKINCARE BEAUTY

Moisturizing the skin

After cleansing, we must make sure that our skin is sufficiently moisturized, in line with our skin type and skin conditions. Well-groomed and moisturized skin is the basis for a healthy skin barrier and, therefore, a healthy skin which also looks prettier. Sufficiently moisturized skin is glowing, has no rough textures or dry patches, is not tightening and is also not becoming increasingly oily. Any wrinkles are less visible on sufficiently moisturized skin which has a somewhat “juicy” appearance.

Skin moisturizing consists of:

- + **skin hydration** using ingredients which increase the level of moisture in our skin (humectants). These ingredients attract moisture from the environment and deeper layers of skin, slightly reducing the rate at which moisture evaporates from our skin;
- + **skin moisture retention** or, plainly put, “locking in the moisture” using ingredients (emollients and occlusives) which prevent moisture from evaporating, thus protecting and nourishing the skin.

MOISTURIZING THEREFORE INCLUDES SKIN HYDRATION AND SKIN MOISTURE RETENTION.

Now is the time for some highly scientific talk, but don't worry, you won't suffer too much! Skin moisturizing consists of three main groups of ingredients with interesting names:

HUMECTANTS

They provide hydration through attracting moisture (e.g. hyaluronic acid, glycerin).

EMOLLIENTS

They soften our skin and fill out the gaps between cells so that humectants don't escape into the atmosphere (e.g. silicones, ceramides).

OCCUSIVES

They have the largest molecules, which is why their surface protection is denser and covers more surface than with emollients. Specifically, they prevent impregnated humectants to escape from the skin (e.g. mineral oil, lanolin, vegetable oils).

SKIN HYDRATION

HYDRATION IS MERELY ONE PART OF SKIN MOISTURIZING. WE HYDRATE OUR SKIN USING MOISTURE-ATTRACTING INGREDIENTS.

SKIN MOISTURISING

SKIN IS MOISTURISED WITH THREE BASIC GROUPS OF INGREDIENTS.

For efficient skin moisturizing, **we need a mixture of all moisturizing ingredients** in the ratio suitable for the needs of our skin. As a rough guide: dry skin needs a product with more occlusives (a cream with a richer texture), while oily skin needs more humectants and some emollients (a cream with a more airy texture).

HUMECTANTS

Humectants can independently (without being “locked in”, i.e. without emollients and occlusives) cause the drying of our skin since they attract moisture from the skin and evaporate into the atmosphere along with this moisture. This is not a general rule, since formulations of cosmetic products mostly prevent this evaporation to happen; however, it can occur with extremely light formulations containing hyaluronic acid, usually on dry or dehydrated skin, which is why we first apply a light serum and then top it off with a “locking” cream. “Locking” is actually a colloquialism for applying products which contain emollients and/or occlusives over products which mainly contain humectants; in doing so, we lock moisture in our skin so that it does not escape!



Ordinarily, moisturizing creams contain all three types of ingredients, which means **that nothing will escape anywhere**. “Locking” is only important if we use light water- or gel-based moisturizing serums, tonics, essences and gels where we feel like something is missing or maybe even feel that our skin is drying up. In this case, moisturizing is best ensured with a good moisturizing cream adapted to our skin type; for additional moisture, we can also apply a high-quality moisturizing serum, essence or tonic as the first layer. This is obviously not necessary if the cream can satisfy all our needs; practically speaking, however, this is a good way to add moisture AND certain ingredients which **target** (more on that later) certain skin conditions.

FUN FACT

Numerous crucial ingredients for the moisturizing process are actually **not moisturizing ingredients in the narrow sense of the term**. Hyaluronic acid is not a moisturizing agent but merely attracts water. Likewise, oils and butters are not moisturizing agents but good occlusives, which means that they are excellent for nourishing our skin, preventing moisture from evaporating.

Moisturizing and food supplements

Efficient skin moisturizing is not only related to cosmetic products: we can also help the process “from within”.

Certain food supplements can play a crucial part in moisturizing the skin and maintaining a healthy skin barrier.

I have thoroughly tested hyaluronic acid and ceramides, and my experience has been more than great.

FOR WHO?

DESIGNATED FOR WOMEN OVER THE AGE OF 20 BUT ALSO SUITABLE FOR ANYONE WITH MATURE, DAMAGED OR SPECIFIC SKIN.

“EXCEPTIONHYAL STAR” HYALURONIC ACID

This patented hyaluronic acid has a wide size spectrum of particles which are naturally present in human skin and have a wide range of functionality. After 4 weeks of consuming this product, wrinkles become less visible, and our skin becomes more elastic and moisturized.

FOR WHO?

THE PRODUCT IS DESIGNATED FOR EVERYONE WITH DRY, THIN, ROUGH AND SENSITIVE SKIN THAT SHEDS, HAS AN UNEVEN COMPLEXION AND DRY PATCHES, AND TENDS TO TIGHTEN.

CERAMIDES CERAMOSIDES

Concentrated wheat bioactive lipids improving ceramide absorption and metabolism. They are a source of fresh ceramides contributing to the hydration and elasticity of the skin all over your body.



Despite consistent and appropriate care, nothing helps it as much as taking ceramides and hyaluronic acid.

Read a summary of the effects that I have been noticing since I started taking them regularly:

- + the texture of my skin has improved and is now more smooth
- + my skin is less dry and dehydrated
- + more shine
- + a more even skin complexion
- + less acne, less comedones (only one pimple during PMS, otherwise 2-3 plus some closed comedones)
- + my skin is much more independent - needs much less care and "fuss"
- + my skin is much more resistant (less sensitive, reacts better to active ingredients), its barrier is visibly reinforced
- + less visible wrinkles



These are expected effects of a deeply moisturized skin as a consequence of hydration (hyaluronic acid) and the creation of a protective barrier on the surface which locks moisture into the skin (ceramides). Obviously, the wrinkles have not disappeared, but if the skin is "juicier", they are much less visible. What truly makes me happy is that my skin barrier is visibly reinforced, meaning that my skin needs much less care. In addition, it is also much more resistant than before. As a person with atopic dermatitis, I truly appreciate that: **suddenly, my skin better tolerates actives (strong active ingredients with a target effect) and is less prone to atopic outbursts.** For me, this is priceless. If your skin is always thirsty and annoyed despite appropriate skin care routine, these food supplements can be an excellent opportunity to achieve a more functional barrier and efficient moisturizing of the skin.

For me, food supplements from Medex containing hyaluronic acid and, most of all, ceramides, were the discovery of a lifetime when it comes to moisturizing the skin. I have atopic dermatitis and my skin barrier is naturally weak, meaning that it is all the more important for me to maintain the sufficient amount of moisture in my skin, thus preserving its health. Adding ceramides was a key contribution which helped me to improve the functioning of my skin barrier, reinforcing it with ingredients that it was lacking, and creating a stronger protective layer which helps better retain moisture in the skin. By adding hyaluronic acid, the skin can benefit from additional moisturizing from within which increases its moisture content. **The combination of both definitely contributes to a more efficient moisturizing of the skin which, in my case, meant a significant improvement of the texture and the degree of resistance of my skin.**

ABCs of advanced skin care

Before we tackle the extremely important area of UV protection, we will briefly discuss the aforementioned “target ingredients” which belong to the domain of pampering for the most fervent amateurs of skin care who are interested in the remaining 20%. Colloquially, “target ingredients” are called “actives”. Actives are ingredients and cosmetic products containing them which must perform a specific task on the skin which goes beyond the framework of simple moisturizing. **Usually, we are talking about different vitamins and acids which target acne, hyperpigmentation, rough skin texture, wrinkles etc.**

The most basic and also the most popular actives which can help any skin type almost read like ABCs of advanced skin care:

VITAMIN A

Improves the texture of the skin, pigmentations, its tonus, wrinkles and acne.

A or Vitamin A RETINOIDS

A stands for Vitamin A in the form of ingredients known as retinoids. Retinoids are the most popular and well-researched chemical compounds when it comes to anti-aging skin care. They demonstrably improve the texture of the skin, pigmentations, its tonus, wrinkles and acne. The most effective for anti-aging purposes is retinoic acid and in terms of evidence most likely followed by Retinol and Retinal. Stronger forms and concentrations of retinoids require caution and gradual introduction since they are known to irritate the skin. The most appropriate type of retinoid for each individual depends on their age, the condition of their skin and their goals when it comes to skin care.

VITAMIN B

Improves the skin barrier, which contributes to a reduced skin moisture loss.

B or niacinamid A FORM OF VITAMIN B

Personally, I consider niacinamide a superhero: its use has helped me a lot in terms of improving my skin barrier, which in turn contributed to a reduced loss of moisture from my skin. But this is only one of the benefits of niacinamide. It is probably best known for improving the visual appearance of enlarged pores due to the regulation of the secretion of sebum, improving the appearance of skin due to the consequences of irregularities, and having general positive effects in terms of skin smoothing. It is gentle, suitable for all age groups, and compatible with other ingredients.

VITAMIN C

Prevents photo-aging, it also has anti-aging effects, contributes to evening out skin tone.

C or vitamin C THE KING OF ANTIOXIDANTS

Vitamin C is the most celebrated antioxidant, even when it comes to skin care. While I find it most useful in preventing photo-aging, it obviously also has anti-aging effects (collagen synthesis), contributes to evening out skin tone, brightens your skin (pigmentation), protects from free radicals etc. The list is practically endless. One of its most studied forms in terms of efficiency during topical use is 20% ascorbic acid. Vitamin C is generally well-tolerated by users but can provoke a reaction on sensitive skin. In this case, Vitamin C is replaced by other, gentler versions or other antioxidants in the skin care routine.

In addition to the ABCs, various hydroxy acids (AHA, BHA and PHA) are also extremely popular and used for skin peelings (exfoliation). While many more actives obviously exist, resolving a vast array of issues, this document only discusses the ones most often studied and used. They will help you get a little idea of what “actives” or “target-oriented ingredients/products” are all about.

Skin protection against UV radiation

The last important part of the basic skin care routine is protection against UV radiation. Sometimes, we only associated sunscreen with the beach or skiing. **Now, we know that protecting our skin against sun (or UV radiation) is not only necessary when we are lying on the beach or descending the white slopes: it is an extremely important part of daily skin care routine.** No other tool is more important when it comes to preventing tissue deterioration and skin aging; after all, using sunscreen is also one of the most important skin cancer prevention methods.

WHAT IF YOU AREN'T QUITE SURE JUST HOW IMPORTANT IT IS TO PROTECT YOURSELF FROM THE SUN EVERY SINGLE DAY?
THE FOLLOWING THREE QUESTIONS AND THEIR ANSWERS WILL HELP US SHED SOME LIGHT ON THIS TOPIC.

Do I really have to use sunscreen?

If you wish your skin to be healthy and youthful, without hyperpigmentation, the answer is a resolute yes. UV rays are responsible for 80-90% of premature skin aging and also provoke inflammatory processes in the skin, damage the skin barrier and cause general tissue collapse. Long story short: UV radiation truly is the devil. If your goal is to have a healthy, beautiful and youthful skin, you must seriously think about using UV protection regularly and consistently, seeing as UV rays cause quite some damage:

UVB

UVB rays affect our epidermis - the outer layer of the skin, which reacts through increased pigmentation. Our suntan (or sunburn) is directly connected to UVB rays.

▼
DNA DAMAGE
HYPERPIGMENTATION
STRONG CONNECTION WITH
SKIN CANCER

UVA

UVA rays penetrate deeper into the skin (our dermis) and play a crucial role in photo-aging.

▼
THEY DESTROY COLLAGEN AND ELASTIN
THEY STIMULATE THE FORMATION OF
FREE RADICALS
CARCINOGENIC CHANGES ON SKIN



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SKIN CARE

I often hear people say “Oh, you cannot really tell with me, I just always get a great tan,” but this is actually damaged skin. A particularly interesting detail related to UV radiation is the fact that skin damage due to UV radiation accumulates. Basically, this means that it only becomes visible when their quantity exceeds the capability of our organism to periodically and efficiently eliminate them. This is what happens when our organism starts aging. The older we get, the more its capacity of repairing, regenerating and maintaining its cells diminishes, which is why our skin usually “issues an invoice” for all stupid and vain decisions of our youth a little bit later in life.

Long story short: the melasma appearing on your face at age 41 is not a consequence of one unprotected stroll on the beach this summer, but rather the result of 40 years of active sunbathing while avoiding sunscreens, protective clothes and sunshades. Around the age of forty, we usually start seeing the results of our sun-related past sins. With some people, this obviously happens sooner than with others; some also show more visible damage than others.

We must not forget that our body’s response to UV radiation damage depends on each individual case, but saying “My grandma had worked in the field all her life and her skin is spotless” will not help you one bit when the damage is already done. Unfortunately, I often see sun damage which could have been prevented, while grandmas like that are much more rare. Long story short, if you want your skin to remain healthy and beautiful during the other half of your life, you must protect it from UV radiation IN GOOD TIME and CONSISTENTLY. The fact is that treatment is nowhere near as good as prevention. 40 years of accumulated sun damage cannot be fixed by creams, treatments and even plastic surgeons.

OK, fine, I get it! Do I really have to use it every day?

**Even during winter, in cloudy weather?
Yes, due to UVA radiation.**

UVB

They are the strongest from 10 am to 4 pm, from April to October. UVB rays represent 5% of UV radiation reaching the Earth. Sunburn can appear even after only 15 minutes of exposure. They penetrate through water but not through glass.

UVA

They are there all day, every day. UVA rays represent 95% of UV radiation reaching the Earth. They penetrate through clouds, water and glass.



While UVB rays are definitely no picnic, UVA rays are the true villains. UVB rays can be stronger and you will soon notice their presence and intensity on your skin, but UVA rays are sneaky! They are relatively “unnoticeable” but are there every single day, from dusk till dawn, regardless of the season, always with more or less the same intensity, and they even penetrate through glass (and windows).

So, yes: you need to protect yourself every day, even during the darkest winter and even if you are not outside, for example if you spend a lot of time in front of large windows. For an efficient protection, you must also apply the correct quantity of sunscreen and regularly reapply it, which is what we are concentrating on in the last question.

Is the sunblock in my make-up foundation enough?

Oh, I wish it were! This would resolve so many issues. But no, it actually isn't since we don't apply enough foundation to reliably protect ourselves. As a general rule, we should apply 2,5 ml - 1/4 of a teaspoon – “the amount of 2 fingers”, of sunscreen in order to achieve the level of protection indicated on the product used. If we used the same amount of liquid foundation or BB cream on our face, the results would be pretty grotesque.

1/4 OF A TEASPOON | 2,5 ML | “2 FINGERS”

SKIN PROTECTION



As a general rule, we should apply 1/4 of a teaspoon



SUFFICIENT AMOUNT OF SUNSCREEN

Therefore, we must find a pleasant sunscreen that we can use in sufficient quantities. In any case, 1/4 of a teaspoon is quite a lot so you will probably end up using less than you should (which is why you should opt for a higher protection factor), which is still better than only relying on the protection provided in liquid foundation or BB creams.

To make it all just a tad more complicated, you must remember to reapply sunscreen once every 2-4 hours in order to maintain the level of protection, whereby the exact time depends on direct exposure to the sun, sweating, wiping, absorption etc. Sounds very practical and fun, doesn't it? At first glance, this all seems quite annoying but once you think about it, it's really not that bad:

Use common sense

When it comes to protection, sufficient quantities and consistency are important, and here is where you must really try and compromise with yourself. It is better to use less sunscreen and do so **consistently** than use no cream at all. It is better to apply sunscreen once a day than never. It is better to find sunscreen with a lower protection factor which suits you and which you will use on a daily basis than torturing yourself with another cream with a higher protection factor which you will never use. **Find a compromise in order to maximize consistent protection and minimize effort and discomfort.**



SO, WHICH SUNSCREEN IS THE BEST?

The one that you will consistently use in appropriate quantities.

The most important thing is that it SUITS you, that you can apply it in appropriate quantities, and that you can use it EVERY DAY without major issues. If you consistently use appropriate quantities of sunscreen, you have done more than 75% of the work.

In strong sun, additionally protect yourself with a lovely straw hat, wear large sunglasses and spend as much time as possible in shade. Every single day, you can do a lot by avoiding direct sun using hats and reapply your sunscreen in line with the situation. I obviously suggest that you consistently reapply it if you are very exposed to UV radiation.

In short, find a suitable sunscreen and a schedule that will suit you. In the end, stressing about our skin and our health can do even more harm than UV rays. **The sun is not a demon: no life could exist without it. It is, however, extremely dangerous if we don't respect it;** just like fire and electricity if we ignore all warnings on how to use them carefully. **When it comes to sun, we must simply find our own recipe for a reliable protection without unnecessary stress and refusing to participate in our favourite activities.**

“FIND A COMPROMISE IN ORDER TO MAXIMIZE CONSISTENT PROTECTION AND MINIMIZE EFFORT AND DISCOMFORT.”



“THE SUN IS NOT A DEMON: NO LIFE COULD EXIST WITHOUT IT. IT IS, HOWEVER, EXTREMELY DANGEROUS IF WE DON'T RESPECT IT.”

All in all

WITH APPROPRIATE:

CLEANSING,

MOISTURIZING WHICH CAN BE ACHIEVED THROUGH SKIN CARE AND POTENTIAL FOOD SUPPLEMENTS SELECTED ACCORDING TO OUR SKIN TYPE AND CONDITIONS, AS WELL AS OUR GOALS,

AND CONSISTENT PROTECTION FROM UV RADIATION,

WE WILL BE ABLE TO MAKE SURE THAT OUR SKIN BARRIER FUNCTIONS IN AN OPTIMAL MANNER, THUS GUARANTEEING HEALTHY AND BEAUTIFUL SKIN. AND THIS TRULY REPRESENTS 80% OF AN EFFICIENT SKIN CARE ROUTINE. YOU SEE? THAT'S NOT SO HARD!

**I WISH YOU THE BEST OF LUCK AS YOU EMBARK ON YOUR PATH
TOWARDS A HEALTHY, BEAUTIFUL SKIN!**



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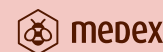


EVERY SINGLE BRINGS
RESULTS. EVERY SINGLE
GUARANTEES SATISFACTION.

CHOOSE FOR YOURSELF

BEAUTY FROM MEDEX:
GUARANTEED QUALITY, SUPPORTED BY CLINICAL STUDIES

COLLAGEN LINE



LEGEND:	
+++	STRONG EFFECT
++	GOOD EFFECT
+	MODERATE EFFECT
○	EFFECT POSSIBLE BUT UNKNOWN – LACK OF CLINICAL STUDIES
—	EFFECT NOT TO BE EXPECTED



	Kolagen + vitamin C, powder	Kolagen lift, vials	Kolagen lift, powder	Kolagen lift, liquid	Kolagen Q+, capsules	Combination for a pronounced effect
OILY SKIN (acne, blackheads, enlarged pores)	+	+	+	+	+	+++
SENSITIVE SKIN (redness, allergy, rosacea, dryness and roughness, feeling of tight skin, increased susceptibility to environmental factors)	○	+	+	+	+	+++
FIRST SIGNS OF SKIN AGEING (thin, visible facial lines, wrinkles around nose and lips)	+++	+++	+++	+++	+++	++++
SIGNS OF ADVANCED SKIN AGEING (wrinkles, loose, saggy skin, loss of volume, elasticity, firmness and glow)	++	+	+++	+++	+++	++++
PIGMENTATION SPOTS (ageing, UV radiation, smoking, polluted air)	○	○	○	○	○	++
HAIR	+	+	+	++	++	++
NAILS	+	+	+	++	++	++
JOINTS	+	+	+	+	++	+/+++

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ROUTINE FOR BEAUTIFUL
SKIN, HAIR, AND NAILS
SUITABLE ALSO FOR VEGANS.

CHOOSE FOR YOURSELF

BEAUTY FROM MEDEX:
GUARANTEED QUALITY, SUPPORTED BY CLINICAL STUDIES

VEGAN LINE



LEGEND:	Ceramides, capsules	Hyaluron, capsules	MSM + beauty minerals, powder	MSM lift + Q10, liquid	Combination for a pronounced effect
+++ STRONG EFFECT					
++ GOOD EFFECT					
+ MODERATE EFFECT					
○ EFFECT POSSIBLE BUT UNKNOWN – LACK OF CLINICAL STUDIES					
— EFFECT NOT TO BE EXPECTED					
OILY SKIN (acne, blackheads, enlarged pores)	++	++	○	○	++
SENSITIVE SKIN (redness, allergy, rosacea, dryness and roughness, feeling of tight skin, increased susceptibility to environmental factors)	++	+	+	+	++
FIRST SIGNS OF SKIN AGEING (thin, visible facial lines, wrinkles around nose and lips)	+	++	++	++	+++
SIGNS OF ADVANCED SKIN AGEING (wrinkles, loose, saggy skin, loss of volume, elasticity, firmness and glow)	+	++	++	++	+++
PIGMENTATION SPOTS (ageing, UV radiation, smoking, polluted air)	++	○	+	+	++
HAIR	○	○	++	++	++
NAILS	○	○	++	++	++
JOINTS	—	+	++	++	++

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