

## MALAYA BUSINESS INSIGHT AUGUST 30 2016

### Some acne myths you probably believed

EVER wondered whether certain notions about acne are really true or just plain myths?

Many believe acne is caused by dirt but truth be told, the skin can clean itself by shedding dead cells and nourishes and hydrates through its own oil. Just don't wash the face too much with strong alcohol that rids it of its natural oils, which can cause more imbalances and make blemishes worse than before.

There are also those who dismiss the idea of getting acne as they age since they believe only teenagers can get acne. Well, frankly speaking, anyone can get acne regardless of age. While it is true that over 85% of people 12-24 years of age have acne, it can also reoccur or even start as late as your 30s. So seek treatment immediately and not worry whether it's still age-appropriate. There is no cure for acne, so living with acne is about controlling it using medicines powerful enough to kill acne bacteria but gentle enough to use every day.

But if and when the time comes that you have acne breakouts, simply avoid spot treatments. They just don't work at all. It just treats

the symptom and not the cause of acne. Using acne-fighting skin care regimens like the Proactiv Solution can help stop breakouts and keep your face and body clear of debilitating acne. Acne is a big deal. It's frustrating and humiliating to those that suffer from it. Though not really a serious health threat, it has long-term consequences to one's confidence due to the scarring and discoloration so get treated by using Proactiv or simply seek a doctor's help.

Start by applying the Proactiv Renewing Cleanser with active amounts of Benzoyl Peroxide (BPO) that kills acne-causing bacteria. Its ultra-fine micro-crystal BPO penetrates pores fast yet is gentle on the skin. It's tiny, round exfoliating beads unclog the pores of impurities like excess sebum, keratin, and dead skin cells.

Then use the alcohol-free Proactiv Revitalizing Toner next. This refines and purifies pores and exfo-

liates the skin further by removing more dead skin cells and keeps pores unclogged. Its soothing botanicals gently balance skin tone, remove excess oil for a refreshed, clear and youthful-looking skin.

Finally, the Proactiv Repairing Lotion heals the blemishes off



the skin and helps prevent new acne from forming.

Proactiv is absolutely safe. Two components in each Proactiv Kit has BPO. The Proactiv Renewing Cleanser only has 2.5% of BPO as well as the Proactiv Repairing Treatment, which is lower than other over-the-counter acne treatments.

The BPO breaks down into benzoic acid and oxygen, and the oxygen acts as a free radical that destroys the cells that block the pores along with the bacteria growing on it. BPO, at this concentration level, can already effectively prevent acne breakouts on the skin so there's really no cause for worries at all.

Each Proactiv kit comes with a free Refining Mask that makes and keeps skin clear and acne-free. It has sulfur, a tested acne fighter that reaches deep into the pores where blemishes begin. It helps unclog pores, pampers inflamed skin, and softens the skin's texture.

So the next time you look into the mirror and you'd shout in disgust

because of an annoying acne breakout, don't panic. Just act on it and be proactive by using Proactiv daily. You'll be glad you did.

The Proactiv Solution comes in 30-Day (Php 2,495) and 60-Day kits (Php 3,995) and is available at all Watsons and SM stores nationwide.