

PHILIPPINE DAILY INQUIRER

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No reason to be afraid of Benzoyl Peroxide on your skin

BENZOYL Peroxide (BPO) has been known to be a compound that fights acne from getting worse. What most people are afraid of are the misconceptions that surround it such as "your skin gets addicted to it" and more popularly, "quitting its application will make acne faster and with a vengeance." These are just some of the reasons why people tend to shy away from a relatively cheaper and effective way in treating acne. The only probable and logical reason to avoid BPO is having an allergic reaction to it.

To better understand why people should have it as an option for acne treatment, an understanding on how it works, what it does, and how to use it properly, should take away all the misconceptions that surrounds BPO.

Acne happens when a pore blocked by excess keratin, sebum, and dead skin cells comes in contact with bacteria which cause the inflammation. What BPO does is that it breaks down into benzoic acid and oxygen, and the oxygen acts as a free radical destroying the cells that blocks the pores along with the bacteria growing on it. During the early stages of acne formation, BPO is known to be effective in preventing these outbreaks on the skin.

The BPO scare however, comes from its misuse. Having too much of it on the skin, making sure that the acne-causing bacteria is eliminated from the surface, gives the skin unnecessary stress than protection. That stress leaves the skin more vulnerable to more acne outbreaks after quitting from BPO treat-

ment.

Using BPO the right way, meaning more strategically, on skin could help drastically minimize the formation of acne and prevent future outbreaks. Fortunately, America's No. 1 acne treatment system, Proactiv Solution, offers a three-step system that is developed and recommended by dermatologists. This skin care regimen helps clear existing acne and prevents future outbreaks while gently taking care of the skin.

It only takes no more than five minutes to do this three-step system, starting with the application of Proactiv Renewing Cleanser that has Benzoyl Peroxide that kills acne-causing bacteria. It has ultra-fine micro-crystal BPO that penetrates pores fast while being gentle on the skin. Tiny, round exfoliating

beads unclog the pores of impurities, such as excess sebum, keratin, and dead skin cells.

Next is applying alcohol-free Proactiv Revitalizing Toner which refines and purifies pores, exfoliating the skin further by removing more dead skin cells and keeps pores unclogged. It also has soothing botanicals that gently balance the skin tone, removes excess oil for a refreshed, clear skin.

Finally, Proactiv Repairing Lotion is an as-light-as-feather treatment that heals the blemishes off the skin and also helps in preventing new acne from forming. Each Proactiv kit comes with a free Refining Mask that makes sure to keep skin clear and acne-free. Formulated with sulfur, a proven acne-fighting ingredient, it

reaches deep into the pores where blemishes begin. The Refining Mask unclogs pores, pampers inflamed skin, and softens the skin's texture.

And besides, Proactiv has only 2.5-percent of BPO, which is lower than other over-the-counter acne treatments so it is safer to use daily. Moreover, at this concentration level BPO can already effectively kill acne-causing bacteria so there's really no cause for worries--really.

So not be afraid of whatever misconceptions BPO has and set your skin free from acne. Use it strategically, and you will never have to worry about acne again.

Proactiv Solution comes in 30-Day kit (P2,495) and 60-Day kit (P3,995) and is available at all Watsons stores nationwide.

