

STEP

1

cleanse

DAY

You will find our extremely gentle yet effective formulas remove makeup and excess oil without disrupting skin's delicate balance.

Splash the face and eye area generously with slightly warm water. Spread cleanser over your fingers and apply it to your face and eyelashes with vigorous but gentle circular motions. Rinse well. To remove stubborn or heavy makeup, including waterproof mascara, use **Paula's Choice Gentle Touch Makeup Remover** (before or after our cleanser). This makeup remover is a great step to soften skin (especially around the eyes) after cleansing.

use this much

To find the right cleanser for your skin type, visit PaulasChoice.com



STEP

2

tone

DAY & NIGHT

Remove last traces of makeup and restore skin's vital protective barrier with our state-of-art hydrating toners. Our unique formulas also contain antioxidants and cell-communicating ingredients to improve the health of skin and reduce redness, as well as eliminate dry, flaky skin.

After cleansing, dampen a cotton ball or pad with toner and gently stroke over the skin. Do not rinse. Toner can also be used to freshen skin throughout the day.

use this much

To find the right toner for your skin type, visit PaulasChoice.com



STEP

3

exfoliate

DAY &/or NIGHT

After cleansing and toning, apply the appropriate exfoliant for your skin type to make skin feel incredibly smooth and rejuvenated, and improve sun-damaged areas. Our BHA exfoliants can penetrate pores to dislodge blackheads and greatly reduce breakouts. The AHA exfoliant is best for resurfacing sun-damaged skin and reducing sun-induced discolorations.

Squeeze a dime-sized amount of BHA or AHA onto your fingertips and smooth over the face, avoiding contact with eyes. Do not rinse.

use this much

For more information about AHA and BHA exfoliants, and to find the right exfoliant for your skin type, visit PaulasChoice.com



STEP

4

antioxidants

DAY &/or NIGHT

Antioxidants help skin heal, create new collagen, produce healthier skin cells, and improve skin's resilience. These silky, waterless serums reduce the harmful effects of free radical damage and pollution.

Smooth a few drops onto skin either before or after moisturizing. May be used alone. For daytime, wear under a product with SPF 15 or greater. Can be used around eyes.

use this much

To find the right antioxidant concentrate serum for your skin type, visit PaulasChoice.com



STEP

sun protection DAY

Your final daytime skin-care step is to apply the appropriate **Paula's Choice Sunscreen with SPF 15** or **Foundation with SPF 15**. It is important to protect your skin with a well-formulated sunscreen product every day of the year.

Liberal apply sunscreen or foundation and/or pressed powder with sunscreen to the face prior to sun exposure. Be sure to reapply after swimming, toweling off, or excessive perspiration.

use this much

To find the right sunscreen for your skin type, visit PaulasChoice.com



STEP

moisturize NIGHT

Apply to clean skin after toning and exfoliating. Our moisturizers are formulated with ingredients that can restore normal cell function and each makes skin look healthy and vibrant while restoring and protecting skin structure.

Dispense a small amount and gently smooth over dry areas, including the eye area. Allow to absorb for a few moments before applying makeup or any additional products. **For daytime, wear under a product with SPF 15 or greater.**

use this much

To find the right moisturizer for your skin type, visit PaulasChoice.com



specialty treatments

Normal to Oily/Combination Skin

Use **Paula's Choice Skin Balancing Carbon Mask** once or twice a week, or as needed, to absorb oil. Smooth a nickel-sized amount onto clean skin. Allow to dry 10-15 minutes then rinse thoroughly. Follow with your regular skin-care routine.

Dry to Very Dry Skin

Use **Paula's Choice Skin Recovery Hydrating Treatment Mask** as often as needed to replenish skin and relieve signs of dryness. Apply a thick layer over clean, dry areas or the entire face and leave on for at least 20 minutes or as long as desired. Rinse with tepid to warm water and follow with your regular skin-care routine. For extra hydration, do not rinse. May be used around the eye area.

Skin Lightener

After cleansing and toning, apply a thin layer of **Paula's Choice Remarkable Skin Lightening Lotion** or **Clearly Remarkable Skin Lightening Gel** over areas you wish to lighten. Can be used once or twice daily, and may be used on the body. Always use with a sunscreen rated SPF 15 or greater. Paula strongly recommends our **Pure Mineral Sunscreen SPF 15** from the neck down, especially the hands, arms, and chest.

Blemish Fighting

After exfoliating, use a cotton ball or fingertips to apply a thin layer of one of **Paula's Choice Blemish Fighting Solutions** on areas that tend to break out. Avoid eyebrows, hairline, and clothing because benzoyl peroxide lightens hair and fabric.



To learn more about our products go to PaulasChoice.com or watch Paula's Step-by-Step video.

PAULA'S™
CHOICE



step
by step

How to Use Your
Paula's Choice Products

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