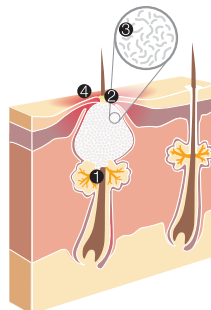


## What is acne?

Acne is a skin condition that affects most people at some point in their lives. It can develop anywhere on the skin, but occurs most often on the face, back and chest. Although acne regularly affects teenagers, it is not uncommon to experience outbreaks into adulthood. Women suffer acne far more than men, which supports the idea that acne is related to hormone levels.

## How does acne form?

- 1 The root cause of acne is hormonal changes causing the sebaceous glands to produce an excessive amount of sebum.
- 2 Once on the skin's surface, the excess sebum then mixes with dry skin cells and creates a thick sludge like substance. This forms a soft plug at the top of the pore, **BLOCKING** it and causing a subsequent build-up of sebum beneath the surface.
- 3 The growing blockage stimulates **BACTERIAL GROWTH** which in turn attracts white blood cells to fight the infection.
- 4 The presence of white blood cells gives rise to **INFLAMMATION** which subsides once the infection has been dealt with.



## What can you do to care for acne-prone skin?

1. Treat your skin gently. Don't scrub because you can damage spots which may lead to infection, scarring and spreading of your acne.
2. Use gentle wash and bathing products. Harsh chemicals may strip the skin of vital oils, meaning your body will work harder to replace the lost moisture. This can result in an over-production of sebum, and the cycle begins again!
3. Don't have the water too hot when you wash and bathe/shower. Again this may take the natural moisture from your skin and cause general unbalance. Opt for luke warm water and pat your skin dry thoroughly after washing.
4. If possible, shower or wash directly after exercise or being in humid temperatures to rinse excess oils and sweat from your skin.
5. Wash your hair regularly and consider tying it up at night to stop grease from your hair rubbing onto your skin.
6. If you regularly experience a collection of spots in the same place, try to identify possible triggers. For example, a recurrent patch of spots on your cheek near your ear might be due by bacteria on your mobile phone!
7. Keep hydrated, eat a well balanced diet, take some form of regular exercise and relax. There is no proven link between diet and acne, but eating well keeps your body in tip top condition and can contribute to the overall condition of your skin. Having a healthy body and healthy frame of mind will all contribute to your overall wellbeing and your quest for healthy skin, and gives your body every chance to repair and rejuvenate itself.

## Your Antiac skincare regime

1. Gently cleanse your skin daily to help remove hardened sebum and bacteria. Use our Antiac Daily Face Wash or Antiac Daily Face Wipes to cleanse your face and neck area every morning and evening.
2. Next apply Antiac Activ Liquid Spray to the affected areas. This will reduce inflammation, nourish and soothe the skin and neutralise bacteria. The spray formula makes it easy to apply on hard to reach areas of the body, such as the back, as well as the face and neck.

It is tempting to think that acne skin doesn't need hydration because it may feel greasy already. Hydration is an important step in your skincare regime because it helps to balance the amount of sebum your skin produces. Over production of sebum can result in greasier skin and blocked pores. Antiac Activ Liquid Spray will help to moisturise your skin and leave it feeling comfortable.

3. For stubborn individual spots, you can use Antiac Activ Gel Serum. This maximum strength formula comes in a handy 15ml tube so you can carry it around with you and dot onto particularly troublesome spots throughout the day. Results can be seen in as little as four hours.

**Contact** customer advice for skincare and product advice:

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