

Exfoliation

FOR BEGINNERS: YOUR ESSENTIAL GUIDE

CELAVIVE® EXFOLIATING SCRUB + MASK: DISCOVER PORE PERFECTION

USANA's Exfoliating Celavive Scrub + Mask is a hard-working addition to your daily skincare routine. The dual-action, scrubby formula gently exfoliates while featuring pollution-fighting charcoal to help remove stubborn impurities, promote better skin tone, reduce the appearance of pores, and lessen visible signs of aging.

Gentle, biodegradable hydrogel beads, charcoal, and unique botanicals, including Olivol® Botanical Blend, offer powerful protection against the visible effects of environmental pollutants, while revealing skin that appears bright and more radiant looking. You can't lose.



WHY EXFOLIATION MATTERS

Every 30 days, your skin naturally sheds dead cells on its outermost layer—the epidermal layer—as part of its normal cell regeneration cycle. This process continuously repairs and replaces old cells. Skin that isn't shedding dead skin cells regularly can develop skin conditions like dryness, scaly texture, clogged pores, dullness, fine lines, and wrinkles.

A healthy skin barrier helps to protect from harsh environmental factors and keep moisture in. Exfoliating regularly helps rid your skin of dead skin cells to immediately reveal the appearance of healthier, brighter skin.

Exfoliation removes dead skin cells and other debris from the outer layer of your skin to help increase cell turnover. It's extremely effective to improve your skin's tone and texture and reduce the visible signs of aging.

✦ Main Benefits of Exfoliation: ✦

- Unclogs pores
- Improves product absorption
- Visibly minimizes pore size
- Improves the appearance of imperfections, including age spots
- Evens skin tone
- Reduces the appearance of fine lines and wrinkles

PHYSICAL VS. CHEMICAL EXFOLIATION

Physical exfoliation: use of an ingredient or a tool to scrub the skin. This method instantly polishes and refines skin tone as it buffs away dead, dull, and dry skin from the top layer.

Chemical exfoliation: uses topical ingredients to dissolve the glue-like substance holding dead skin cells together so they can break away and slough off easily.

Both physical and chemical methods of exfoliation can be used regularly to visibly improve the health of your skin.

A UNIQUE WAY TO EXFOLIATE

Our Celavive Exfoliating Scrub + Mask is unlike the others. Many scrubs on the market contain harsh exfoliants that can cause microtears—damage and irritation to the skin barrier. Celavive Exfoliating Scrub + Mask is carefully developed to be an effective deep cleansing treatment for all skin types. It's gentle enough to be used several times a week to maintain healthy, balanced, youthful-looking skin. You'll love the look and feel of a brighter, refined complexion. Go ahead—it's nearly impossible to go overboard.

✦ WHAT MAKES CELAVIVE SCRUB + MASK DIFFERENT? ✦

- Made for all skin types—gentle formula removes dead skin cells and impurities.
- Optimal hydration—2-in-1 formula detoxifies by absorbing excess oils and impurities, while it adds hydration back into the skin for long-lasting moisture.
- Effective protection—antioxidant protection helps to neutralize free radicals that may occur due to environmental pollution.
- Safe for your skin—uses specialized ingredients that won't damage or irritate the skin, unlike other harsh scrubs and treatments, to refine complexion without causing micro-tears.

HOW TO USE:

Use Celavive Exfoliating Scrub + Mask as often as 3-5 times per week for optimal, radiant results.

After cleansing, apply generously to face and neck in gentle, circular motions. For deeper, purifying benefits, leave on for 10-15 minutes before rinsing. Leaving your skin brighter, smoother, more luminous, and soft to the touch.

Contact your local USANA Associate to [#DiscoverPorePerfection](#).

