

THE GUYS GUIDE TO

celavive[®]



SHARPEN YOUR IMAGE

with this simple, multi-functional skincare and grooming routine. Using state-of-the-art Celavive[®] skincare products, you can establish habits that will give your skin a strong, refined, and healthy appearance.

CELAVIVE[®]

THE NEED-TO-KNOW

IDENTIFY YOUR SKIN TYPE

THERE ARE 4 BASIC SKIN TYPES:

oily, combination, dry, or sensitive. Your first step in choosing a skincare system that works for you is understanding your skin type. Different skin types have different needs, and knowing the nature of your own skin will help you make the right decisions when caring for it.



COMBINATION

Skin is a mixture of dry and oily

→ *If you notice your forehead and nose often seem oily, but your cheeks are dry, then you likely have combination skin.*



DRY

Skin appears dull or rough with smaller pores.

→ *If you notice your skin often feels tight and flaky, then you likely have dry skin.*



SENSITIVE

Skin is easily irritated, and prone to redness.

→ *If your skin often feels very dry or itchy, then you likely have sensitive skin.*



OILY

Skin appears greasy or shiny with larger pores.

→ *If you notice your skin appears oily by midday, you likely have oily skin.*

SKIN TYPE



PRO TIP!

- *Get at least seven hours of sleep each night. This will give your body the time it needs to revitalize your skin.*

remember,

your skin type may change from time to time depending on the time of year, stress, or as you age.

BASIC DAILY ROUTINE

—MORNING AND NIGHT

1. CLEANSE

MORNING AND NIGHT

Ridding your face of dirt and oil will keep your skin looking healthy. It's important to cleanse each morning before you hit the street and each night—especially after a hard day's work.

- *Apply a pea-sized drop of cleanser on wet skin.*
- *Rub cleanser in gentle circular motions over face and neck.*
- *Rinse with cool water and pat dry.*

remember,

use the Creamy Foam Cleanser for oily/combination skin and the Gentle Milk Cleanser if you have dry/sensitive skin.



PRO TIP!

- *Use the Creamy Foam Cleanser as your shave cream for a close, smooth shave.*
- *Shave after you shower. The warm water will soften your beard and open your follicles which will make it easier for a closer shave.*



PRO TIP!

- *The Perfecting Toner also works as a great aftershave tonic.*

2. TONE

MORNING AND NIGHT

After you've cleansed, use Perfecting Toner to help balance your skin for an energized and refreshed appearance. This also prepares your skin to receive the maximum benefits from other treatments and moisturizers you may use.

- *Apply 3–4 drops of toner to a cotton ball.*
- *Sweep gently over face and neck.*
- *Do not rinse.*

3. HYDRATE

The key to healthy-looking skin is making sure it stays hydrated. After toning each morning and night, make sure to apply Celavive products that will replenish and maintain your skin's moisture.





PRO TIP!

- *Celavive's Protective Day Lotion pulls double duty —hydrating your skin and protecting it from UV rays. Just make sure to apply it generously and evenly 15 minutes before sun exposure.*

MORNING

Use Protective Day Lotion SPF 30.

- *Shake lotion well and apply a pearl-sized amount of product to your face and neck.*
- *Gently smooth across your forehead, cheeks, nose, chin, and neck.*
- *Massage into your skin in upward and outward motions.*

NIGHT

After cleansing and toning, use Replenishing Night Cream or Gel.

- *Apply a few pumps into your hand.*
- *Gently massage into skin with outward and upward movements.*

remember,

use Replenishing Night Gel for oily/combo skin and Replenishing Night Cream if you have dry/sensitive skin.



ROUTINE



PRO TIP!

- *Replenishing Night Cream and Replenishing Night Gel feature our exclusive Cell-Signaling Complex utilizing USANA InCelligence Technology® to revitalize the look of skin overnight.*

THE EXTRA MILE

IF YOU WANT TO GET EVEN MORE

out of your skincare routine, there are other Celavive® products that can help you step up your game and polish your appearance.



HYDRATING + LIFTING SHEET MASK

MORNING OR NIGHT

Brightens, lifts, and smooths the look of your complexion in just 20 minutes. Use 2-3 times a week—perfect if you have a date or an important business meeting.

- *After skin is dry from cleansing and applying Perfecting Toner, unfold the mask and align it with your facial features.*
- *Remove after 20 minutes and massage excess serum into skin and neck in an upward and outward motion.*

celavive

offers simple solutions for keeping your skin healthy-looking. But above all, consistency is key when it comes to your skincare routine.

HYDRATING EYE ESSENCE

MORNING AND NIGHT

Revitalize the look of the skin around your eyes.

- *Use applicator to massage a small amount of cream under eyes. Don't drag your skin when applying.*
- *Tap in remaining product with your ring finger.*

VITALIZING SERUM

MORNING AND NIGHT

Support your skin's natural renewal processes for younger-looking skin.

- *Use morning and night after cleansing and toning, but before moisturizing.*



PRO TIP!

- *Massage the excess serum into your skin and beard. Follow up with Vitalizing Serum and moisturizer.*

Contact your local Independent USANA Associate or visit celavive.com to learn more.