

## INTRODUCING *Essent*™ The “No More Bumps” shaving and skin care



Because of its texture and growth pattern, African American and Hispanic men are likely to battle with small bumps on the face commonly known as *ingrown hairs*, or *razor bumps*, often from shaving.

*Essent*™ was created by Great American.com to solve this problem...“no more bumps”! *Essential Oil* products and shaving system to provide healthy and clearer skin within weeks.



## **AFRICAN AMERICAN and HISPANIC MEN : Shave Club Member's Blog from Great American <sup>tm</sup>**

One of the best things a man can do to maintain a youthful appearance is to take great care of his skin early on. Although skin care is an individualized recipe, genetic makeup often times contributes to certain problem areas.

Because of its texture and growth pattern, African American and Hispanic men are likely to battle with small bumps on the face commonly known as **ingrown hairs, or razor bumps, often from shaving**. These men are also prone to hyperpigmentation (dark spots) and dry skin. Before targeting problem areas, it is first important to discuss skin care basics to build a proper foundation.

### **The Basics**

It is first important to determine the **type of skin** you have in order to practice proper daily skin care. Skin types can include normal, dry, oily, sensitive and even a combination of types. Based on your skin type, you will want to purchase products appropriate for your type. ***Event <sup>tm</sup> Cleansers, Exfoliate and Skin Care Products from Great American***

**Wash** — The most important step in your skin care regime is in proper washing. You should wash morning and before bedtime to remove environmental buildup and debris. **Cream cleansers are great for sensitive and dry skin, while foaming ones are needed for oily and normal skin types.** ***Event <sup>tm</sup> Cleansers from Great American use essential oil ingredients.***

**Exfoliate** — There are times when washing is not enough to remove dead skin or deeply embedded dirt, such as in blackheads. This is when an exfoliating becomes an important step. You shouldn't exfoliate daily as the scrubbing action can be too harsh on your skin. **Exfoliate once a week, or as needed.** ***Event <sup>tm</sup> Exfoliate and Skin Care Products from Great American***

**Tone** — Skin toners are a liquid applied to the face with a cotton ball or pad. The toner will help to remove any last traces of dirt left on the face after washing, as well as minimize the pores. Be sure to use a gentler toner on sensitive skin while using a stronger astringent on areas such as the nose, where blackheads are prone to be. ***Event <sup>tm</sup> from Great American***

**Moisturize** — The final step in your skin care routine, it is incredibly important to keep your face moisturized. Hydration is vital to keep the skin youthful and firm and there are moisturizers to target all sorts of needs. Don't forget to use a separate moisturizer specifically formulated ***Event <sup>tm</sup>*** for the eyes. You shouldn't neglect the delicate skin around the eyes, as it is the first place that fine lines will typically appear. **Taking care to use proper 30 degree shaving methods** should help cut down ingrown hairs, but because of the hair growth pattern of African American men, you need to take additional steps in order to deal with what seems like an on-going battle of the bumps. When bumps appear, use a warm washcloth and a **gentle exfoliant** to gently scrub in a circular motion over the inflamed area. This should help ease and open the pore for the ingrown hair to come to the surface. You will also want to use a product containing **glycolic or salicylic acid regularly**. For detailed information read the **GREAT AMERICAN**.

### **USE THE RIGHT RAZOR—BLADE and follow shave instructions**

**Shave With the Grain - Not Against It. AT 30 DEGREE ANGLE !** You probably think that you won't get as close of a shave this way, Shaving too closely is one **of the triggers for razor bumps**. Hair stubs cut too closely will get trapped inside the hair follicle and dig inward or sideways. Don't worry, the disappearance of unsightly ingrown hairs will more than make up for the "five-o'clock shadow" appearance.