

Let's be perfectly clear.

Expert tips to keep skin **looking** shine-free, blemish-free and refreshed.

- Use a mild cleanser twice a day. Skip harsh scrubs, which can cause irritation.
- Avoid oil-based haircare products. They can drip onto skin and clog pores.
- Never go to bed with makeup on—thoroughly remove it every night.
- Change your pillowcase every few days to prevent days old dirt and oil from seeping back into skin.
- Never squeeze or pick at a blemish. It can spread bacteria and lead to scarring.
- Wipe down your cell phone screen every day to get rid of dirt and oil which clog pores.

[Nadine Q&A section]

A conversation with Dr. Nadine Pernodet,
Executive Director of Skin Biology,
Global Research & Development,
The Estée Lauder Companies

Q: When are blemishes considered "adult blemishes?"

A: Blemishes are considered "adult blemishes" when a woman experiences persistent blemishes and breakouts after her adolescence. Women in their 20s and onwards have been known to form "adult blemishes."

Q: What is the difference between adolescent blemishes and adult blemishes?

A: The hormonal fluctuations that adolescents experience can influence and unbalance skin, leading to conditions that promote blemishes. For adults, hormonal fluctuations may still occur, but blemishes and breakouts may also be caused by other factors such as stress and the accumulation of environmental damage. Unlike adolescents, adults tend to see blemishes more on the cheeks and around the lower face area.

Q: What are the main causes of adult blemishes?

A: Adult blemishes can be triggered by a variety of factors including hormone fluctuations, stress, environmental assaults, improper cleansing, lack of sleep, excess sebum production and more.

Q: What's the "Clear Difference?"

A: Our **innovative** technology! It's critical to keep your skin in a calm state and to keep it hydrated. New **Triple Action Clarity Technology** features a Calming Blend that helps reduce **the look of** redness, irritation and discomfort associated with breakouts and helps to prevent future blemishes while treating existing ones.

Q: In addition to Clear Difference Serum, what should my daily regimen be?

A: Keeping skin clean is the first step to preventing blemishes and breakouts, so it's important to use a very mild cleanser and toner such as **Perfectly Clean**. It is also important to choose your moisturizer carefully. **Clear Difference** Complexion Perfecting BB Creme hydrates and helps build skin's moisture barrier. However, if you are looking for more hydration, an oil-free moisturizer such as **DayWear**, **Advanced Time Zone** or **Resilience Lift** is ideal.