EVENING SKIN CARE ROUTINE

ARE YOU WEARING MAKEUP?

Yes? No?

If yes remove makeup with micellar water and a microfiber cloth or preferred makeup remover such as a facial oil.

If No, Are you feeling dry or sensitive?

If Yes, use a gentle cleanser for the first cleanse. We recommend ZO skin health's Balancing Cleansing emulsion or Gentle Cleanser. If looking for a more cost effective option, Cetaphil's Daily Gentle Cleanser is a nice alternative. Are you still feeling dry?

If not, use an exfoliating cleanser for the first wash. We recommend the Exfoliating Cleanser from ZO skin care Health. A more cost effective option would be Cerave SA Cleanser. Are you feeling dry after the first cleanse?

If yes to feeling dry/still feeling dry, complete a second cleanse using a hydrating cleanser. We recommend the Hydrating cleanser from ZO skin care, or as a cost effective option the Hydrating Facial Cleanser from Cerave.

If not feeling dry, then exfoliate. Only do this option up to 3x a week, double cleanse with exfoliating cleanser on days not using an exfoliant. We recommend the exfoliating polish from ZO skin health. An alternative exfoliant could be the BHA 2% Liquid Exfoliant from Natrium.

APPLY A TONER:

If more sensitive apply a hydrating or calming toner, if more focused on anti-aging and oil control then apply a more active toner. For a calming toner we recommend the Calming pH Toner from ZO skin health, for a more active toner we recommend the complexion clearing pads from ZO Skin Health. A cost effective, hydrating alternative would be the Rice 70 Glow Milky Toner from Anua. A cost effective, active alternative would be the Glycolic Exfoliating Toner from good molecules. If you start to experience dryness from using an exfoliating toner, alternate usage with a hydrating toner

APPLYING SERUMS AND ACTIVES:

Choosing a serum, retinol, or other additive product into one's routine can be overwhelming. These types of products are best selected with your esthetician but we will list some of our favorite products based on skin care concerns to get you started.

CATEGORY	Product recommendations
ANTI-AGING	Firming Serum from ZO Skin care health or the Retinol Complex Serum from Natrium
ACNE	Complexion clarifying serum from ZO Skin care health or Salicylic Acid Serum 2% from Natrium
BRIGHTENING	Retinol Skin Brightener 0.25% Retinol from ZO Skin care health or the Alpha Albutrin 2% Serum from Natrium
HYDRATION	Growth Factor Serum from ZO skin care health or the Quadruple Hyaluronic Acid Serum 5% by Natrium

APPLY A MOISTURIZER:

You should select your moisturizer based on your skin type, Oily, Normal, and Acne prone skin should all use a lighter moisturizer to help maintain hydration and sebum balance. People who are more dry, sensitive, and with very mature skin need something thicker to help provide for the lack of moisture. For a lightweight moisturizer we recommend Daily Power Defense from ZO skin health, or the Vanicream Daily Facial moisturizer. For something more dense we recommend the Hydrating creme from ZO Skin Health or Cerave Intensive Moisturizing Creme

ADD ONS:

Skin care can start to feel like a chore or overwhelming so don't forget to add in a bit of fun every week with a fun treatment like a face mask. Some of our faves are the Enzyme Peel from ZO skin care health or the Collagen Sheet Masks from Anua

MORNING SKIN CARE

WASH YOUR FACE!

Start the morning simple and just complete a single cleanse with a gentle or hydrating cleanser. We recommend the Gentle or Hydrating Cleanser from ZO Skin Health. Some cost effective alternatives would be Cetaphil's Daily Gentle Cleanser or the Hydrating Facial Cleanser from Cerave

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APPLY SPF:

Last but very much not least. Before heading out for the day be sure to apply sun protection. ANY SPF is better than no SPF, especially in Colorado. We love the Smart Tone Broad Spectrum Sunscreen SPF 50 from ZO skincare Health. A cost effective alternative is the Daily 50 Face Lotion from Sunbum. If being active or outside for more than 2 hours, reapply!

HEATHER'S FAVORITE ADDITION TO ANY SKINCARE ROUTINE: SKIN FLOODING

One of Heather's favorite ways to boost hydration and support a healthy skin barrier is a technique called Skin Flooding.

Skin flooding involves applying multiple thin layers of toner directly after cleansing to deeply hydrate and prep the skin for the rest of your routine.

How to Skin Flood

After cleansing—or after cleansing and exfoliating if it's an exfoliation night—apply toner before any serums, moisturizers, retinol, or other skincare products.

Pour a small amount of toner into your palm or onto your fingertips. Gently press and pat it into your skin, including your face, neck, chest, and the backs of your hands.

Immediately apply the next layer. Do not wait for each layer to dry. The goal is to continuously press and pat each layer into the skin.

Repeat for a total of 5–7 layers.

By the fourth or fifth layer, many people notice their skin looking noticeably dewier and feeling more hydrated and plump.

Choosing Your Toners

There are no strict rules about how many toners to use. You may:

- Use the same toner for all 5–7 layers
- Alternate between multiple toners
- Combine hydrating toners based on your skin's needs

If using more than one toner, always apply them from thinnest to thickest consistency.

Start with watery toners first and finish with heavier or milky toners. Applying thicker products first can prevent thinner formulas from absorbing properly.

As a general rule, milky toners should be your final layers.

Morning vs. Evening

Evening:
Skin flooding can be especially beneficial at night and pairs beautifully with moisturizers, retinol, and other treatment products.

Morning:
Heather recommends limiting skin flooding to 1–2 layers in the morning. Applying too many layers before sunscreen or makeup may affect how those products wear throughout the day.

A well-hydrated skin barrier can help support healthier-looking skin, improve comfort, and enhance the performance of the products that follow in your routine.