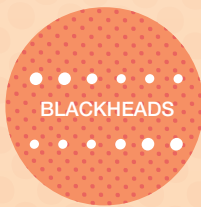


Neutrogena®  
#1 DERMATOLOGIST RECOMMENDED

# The Clear Truth *about* CLEAR SKIN

*A guide to acne facts and fiction*



## BLACKHEADS

### **The Truth:**

Most people think blackheads are dirt, but they're actually pores clogged with oil, dead skin cells, and bacteria.

### **The Proof:**

The reason blackheads are often mistaken for dirt is because the material in pores looks black when exposed to oxygen. But even though blackheads don't mean your skin is dirty, it's still important to cleanse your face twice a day to remove the excess oils and skin cells that can contribute to them.

### **The Solution:**

#### **Oil-Free Acne Wash**

Treat and help prevent blackheads with a cleanser like this one, which uses MicroClear® technology to boost the delivery of salicylic acid to your pores.



## STRESS BREAKOUTS

### **The Truth:**

Stressing out won't make skin breakout, but stress can cause the body to produce more oil, which can clog pores and cause acne.

### **The Proof:**

When you're under stress, your body produces more hormones that signals stimulation of the oil-producing sebaceous glands to work overtime. Since oily skin is more prone to acne, these stress flare-ups can cause skin flare-ups. Cleanse twice a day to help break this breakout cycle. And, exercise and get enough sleep to stress less.

### **The Solution:**

#### **Oil-Free Acne Stress Control® Power-Clear Scrub**

Helps stop stress-related breakouts before they start with this gentle yet effective exfoliator. And don't fret, it's got natural calming ingredients like cucumber and green tea to soothe skin with every wash.



## QUICK ACNE DIY TRICKS

### **The Truth:**

Though seemingly harmless and helpful in a pinch, quick acne fixes don't actually treat acne - and can even make it worse.

### **The Proof:**

Unfortunately, there's no overnight acne miracle - that pimple actually started forming weeks ago. And while homemade tricks like toothpaste can dry out breakouts, they often contain harsh ingredients that could do more damage than good. The real trick? Use solutions containing proven ingredients, like benzoyl peroxide or salicylic acid.

### **The Solution:**

#### **On-the-Spot® Acne Treatment**

Reduce pesky inflammation and redness with this gentle yet effective benzoyl peroxide acne spot treatment. And be sure to always maintain a twice-daily cleansing routine to help bid acne goodbye.



## SUN + ACNE

### **The Truth:**

Sun exposure doesn't clear up acne, but it can make it worse.

### **The Proof:**

Even though sun seems to clear acne by drying it up and reducing its appearance, these effects are temporary - and can do more harm than good. Drying out your skin causes your body to produce more oil to compensate, which can lead to more breakouts. And UV rays can make the inflammation and redness of breakouts worse, not to mention increase your chances of getting skin cancer and wrinkles. So, do your skin a solid, and always sport sunscreen (just make sure it's oil-free).

### **The Solution:**

#### **Oil-Free Acne Wash Line**

Use Oil-Free Acne Wash twice daily to reduce the size and redness of breakouts. And treat breakouts all over with Body Clear® Body Wash.



## FOOD'S EFFECT ON SKIN

### **The Truth:**

Pizza, fries, and chocolate may get a bad rap, but no food has been proven to cause acne.

### **The Proof:**

There is no clinical proof that certain foods universally cause acne, so no need to table your favorites. But, everyone is different, and if you think your skin is super-sensitive to certain foods, studies suggest that a low-glycemic diet (fewer carbs and refined sugars) can curb the body's oil production. On the flip side, eating antioxidant-packed foods and staying hydrated can help promote healthy skin, so eat and drink up!

### **The Solution:**

#### **Oil-Free Acne Wash Pink Grapefruit**

This fan-favorite acne cleanser has skin-conditioning vitamin C in addition to fighting acne and smelling amazing! For best results, use it twice a day, every day.



## MAKEUP + CLOGGED PORES

### **The Truth:**

There's no reason to avoid makeup if you have acne-prone skin, as long as it's oil free.

### **The Proof:**

Oil-based makeup, when applied to your skin, can create a recipe for breakouts by clogging pores. Be sure all of your makeup, from foundation to eye shadow, is non-comedogenic, and clean makeup brushes after each use.

### **The Solution:**

#### **Oil-Free Acne Wash Pink Grapefruit Foaming Scrub**

With maximum-strength salicylic acid, and microbeads to leave skin soft, this gentle, yet powerful scrub is just the thing to cleanse your face before putting makeup on, and after it comes off (no matter how tired you are!).



# SWEAT + ACNE



## SWEAT + ACNE

**The Truth:**

Breaking a sweat won't cause a breakout – but it's always a good idea to wash your face after exercising to help remove the sweat along with any dirt, bacteria and oil buildup.

**The Proof:**

Although bacteria, dirt and oil-clogged (not sweaty) pores cause acne, it's still important to cleanse your skin, clothing, and sports gear post-sweat as part of your routine to prevent breakouts.

**The Solution:**

### Pink Grapefruit Oil-Free Cleansing Wipes

Wipe away acne-causing dirt and oil without stopping at the sink - anytime, anywhere. And when you do hit the showers, help keep clear from head to toe with Body Clear® Body Wash.

## CLEANSING ROUTINES

**The Truth:**

Cleansing more often does not mean less acne - the ideal cleansing routine is twice a day, every day.

**The Proof:**

One important thing you can do for your acne-prone skin is to cleanse twice a day with an acne cleanser. Cleansing too frequently can dry out skin, and even acne-prone skin needs moisture. When it gets too dry, your already-fragile skin can get red and irritated, and the body overcompensates for the dryness by producing more oil. Avoid the irritation; keep it to twice a day and use your fingertips instead of a rough washcloth.

**The Solution:**

### Oil-Free Acne Wash

To help clear up and prevent acne, cleanse twice a day, every day with the #1 dermatologist-recommended acne cleanser. Not only does it contain salicylic acid, it also has soothers to help keep skin from feeling overdry or irritated.



# CLEANSING ROUTINES

# SURPRISING BREAKOUT CAUSES



## SURPRISING BREAKOUT CAUSES

**The Truth:**

Anything that comes in contact with your skin can transfer oil, and lead to breakouts.

**The Proof:**

We touch our faces 10-12 times an hour, but it's not just hands that can bring on a breakout. Your phone, pillowcase, towels, sunglasses - even your hair - can transfer oil and bacteria to your skin. That close contact also blocks pores - trapping the acne-causing elements inside. So keep an eye on what your skin's up against.

**The Solution:**

### Rapid Clear Foaming Scrub

A lot comes in contact with your skin each day, so keep it clean by washing it off, morning and night. This gentle scrub cleanses, exfoliates, and conditions skin, all while helping to prevent new breakouts from emerging