

## A snapshot of Neutrogena® acne treatments

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

Gentle, yet effective, acne treatment that cleans deep down into pores. Made with salicylic acid, and boosted with MicroClear® technology it powerfully treats and helps prevent breakouts—even blackheads. Also available with a blast of pink grapefruit.



### **Neutrogena Rapid Clear® Stubborn Acne Daily Leave-On Mask**

Go beyond spot treating and treat all the pores on your face. It is clinically proven to reduce size and redness of current breakouts in just 4 hours.

### **Clear Pore Cleanser/Mask**

A breakthrough acne-fighting formula that can be used two ways—as a daily cleanser or as a mask. Clean rinsing, leaving the skin refreshed and smooth.



Picture perfect skin  
A guide to acne treatment

Neutrogena®

#1 dermatologist recommended acne brand

## Almost everyone gets it

Sometimes it starts with a little red bump on your forehead, and then overnight it grows larger and more painful. We've all been there—almost everybody will get acne sometime in his or her lifetime. In fact, acne is the most common skin condition in the United States, affecting 40 to 50 million people of all ages.

Acne can be a passing skin condition, but it may reappear throughout life. Since it can cause blemishes, scarring, or discoloration of the skin, treating and helping to prevent acne breakouts is important. Over the counter products typically work for mild to moderate acne. For severe acne consult with your dermatologist.

Thankfully, with the right products and a consistent routine, clearer skin is possible.

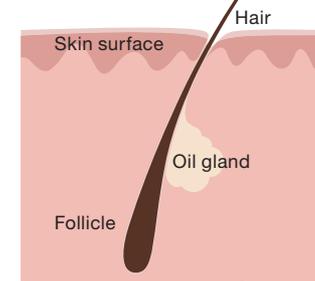
### Acne myths:

- **Adults don't get acne.**  
Not true. Adults can get acne. Acne has no age limit—in fact, even babies can get it!
- **Let acne run its course.**  
In actuality, acne should be treated. Left untreated, acne can cause lasting dark spots and scarring.
- **Eating greasy foods causes acne.**  
Having a nutritious diet can help you feel and look healthy. But when it comes to acne, greasy food isn't a proven cause.

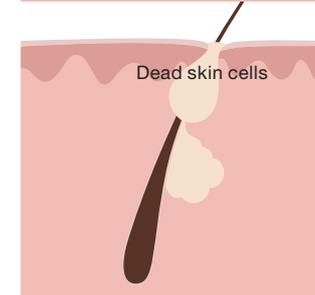
## Understanding acne basics

Knowing how to address acne starts with understanding the cycle of breakouts. Let's take a look.

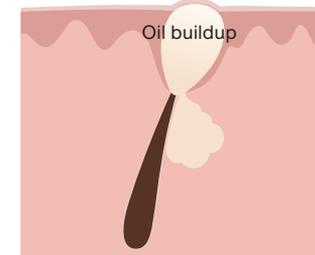
- An acne pore is an opening in the skin that contains a hair follicle and an oil gland. The oil produced helps keep your skin supple.



- Acne forms below the surface of the skin, before you can see it. When your body starts to overproduce oil, dead skin can stick together and plug the pore.



- Oil continues to build up within the clogged pore, creating a good environment for bacteria to multiply.

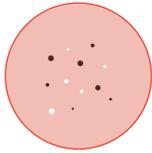


- As the body fights the bacteria build-up, the pore becomes more irritated and inflamed, leading to a raised, red bump.



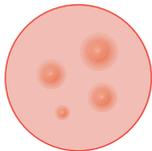
Learn more at [Neutrogena.com](https://www.neutrogena.com)

## Acne comes in all shapes and sizes



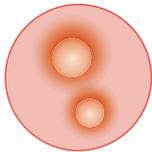
### BLACKHEADS AND WHITEHEADS

Blackheads form when a blocked pore stays open. The oil and dead skin cells that are clogging the pore turn dark when exposed to the air. If the blocked pore closes up, the tip of the bump will look white, and this is called a whitehead.



### INFLAMED PIMPLES

These form when the walls of clogged pores break and get more and more irritated and inflamed. Your dermatologist may refer to them as papules or pustules.



### CYSTS

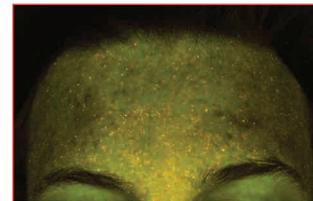
Clogged pores can get even more irritated and inflamed, and then push deeper into the skin to form fluid-filled cysts. These kinds of acne can hurt!

### Many factors can influence the cycle of acne

- **Hormones** Testosterone and estrogen can cause more oil to be produced. Because hormone levels increase around puberty, breakouts are common during the teen years and when hormone levels change throughout life.
- **Medications** Certain drugs can make breakouts worse—be sure to ask your doctor about your medications.
- **Stress** Work, school, life... it all adds up! Researchers hypothesize that stress disrupts your body's normal process and can make acne worse.

## Treat it before you see it

Acne starts well before you can see it. The Neutrogena® Clinical Skin Imager makes hidden acne-causing factors visible. Looking at the patient below, we can clearly see the visible acne on the sides of her forehead in the picture on the right. See the bright spots in the photo on the left? That's the acne-causing factors beneath the surface – that's why we want to help prevent acne before it breaks out.



Acne forms before becoming visible



Visible papules and pustules.

Acne can leave its mark! Taking a full-face approach to your acne not only helps prevent future breakouts, but also the dark spots and scarring that acne can leave behind.

### Acne myths:

- **Makeup can cause acne.** Many makeup products are specially formulated to not clog pores. Look for products that say “non-comedogenic” on the label.
- **Sunscreen can cause acne.** Getting a tan doesn't make acne better, and a good non-comedogenic sunscreen won't make it worse. In fact, sun damage can cause even more irritation to the skin. Be sure to wear sunscreen every day.

Learn more at [Neutrogena.com](https://www.neutrogena.com)

## A full-face approach for full-on acne control

Taking a full-face approach helps treat the acne you see and the acne you don't, while helping to prevent future breakouts. Full-face means that you use an acne treatment on your entire face—instead of just on individual pimples.

A full-face treatment like Neutrogena Rapid Clear® Stubborn Acne Daily Leave-On Mask has a lower concentration of medicine, so you get ongoing results without a lot of irritation. Using a full-face approach every day and spot treating only when you need it can help your skin get and stay clearer.

DO	DON'T
<p><b>Do</b> wash morning and night with a gentle cleanser.</p> <p><b>Do</b> shampoo regularly, and daily if you tend to have oily hair. The oil can get on your face.</p> <p><b>Do</b> moisturize—even if you have oily skin.</p> <p><b>Do</b> stick to your skincare routine every day.</p>	<p><b>Don't</b> pick, scratch, or pop your pimples. This can spread acne causing bacteria and lead to scarring. Let your acne treatment do its work.</p> <p><b>Don't</b> touch your face too often. This can also spread bacteria and make acne worse.</p>

**Talk with your dermatologist about a skincare regimen that works for you!**

## Clear skin routines

Daily consistent full-face treatment is the key to fighting acne. Here's one example of a skincare routine that you can customize—repeat morning and night:

- 1 Cleanse to remove dirt and oil.** Choose liquid cleansers that contain salicylic acid to fight acne and help remove dirt, oil, and makeup.
- 2 Treat the entire face.** Try products designed for fullface daily use. For example, those made with low-dose benzoyl peroxide can help prevent over-drying and when used daily, can help keep breakouts away.
- 3 Moisturize to keep skin soft.** Moisturizers help prevent visible dryness and leave skin feeling smooth. Keep an eye out for products that say non-comedogenic.
- 4 Use sun protection.** Help prevent sun damage by protecting your skin with sunscreens that use high SPF and broad spectrum protection. Also look for products that are non-comedogenic.



Learn more at [Neutrogena.com](https://www.neutrogena.com)