

# LITTLE BLACK BOOK

OF SKINCARE

---

## ACNE EDITION

Your guide to achieving your  
clearest skin possible.

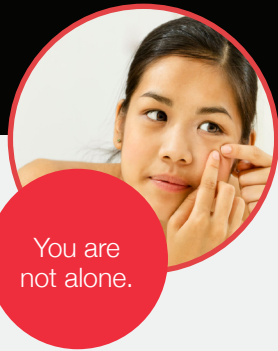
Neutrogena®

#1 Dermatologist Recommended Acne Brand

# Did you know that all acne is the result of clogged pores?

Acne is a skin condition that occurs when pores become clogged with excess oil and dead skin, and rapidly becomes a breeding ground for bacteria. This results in, yes, breakouts.

Acne often starts before you can see it! Even after acne clears up, it can leave marks behind that may take time to fade.



You are not alone.

## #1

Acne is the most common skin condition in the U.S.\*

## #1

Acne is the #1 reason for visits to Dermatologists.\*

## 95%

of the population will experience acne at some point in their life.\*

## ACNE OFTEN IMPACTS EVERYDAY LIFE.

### 47%

say the worst part about having acne is the physical aspects, including pain, skin blemishes, and scarring.\*

### 32%

are strongly concerned about their appearance and felt insecure and embarrassed when they have acne.\*

It's possible to fight back and have clear skin. Prescription and over-the-counter products can help get rid of acne...even the stubborn kind.



### DERM PERSPECTIVE

“Acne has a tremendous impact on the emotional, social, and physical well-being of many patients; however, clearer skin is possible with a **consistent daily routine – which combines the right products with the right ingredients.**”

- Dr. Asha Patel Shah, Board Certified Dermatologist

\*American Academy of Dermatology

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

# Acne comes in all shapes and sizes.

**HERE ARE SOME COMMON TYPES OF ACNE THAT YOU MAY BE EXPERIENCING:**



**WHITEHEADS** (closed comedone) are whitish or skin-colored bumps that occur when pores get clogged with oil and dead skin cells under the skin's surface.



**BLACKHEADS** (open comedone) are like whiteheads except they have small volcano-like surface openings that turn brown or black in color when exposed to air.



**INFLAMED PIMPLES** form when the walls of clogged pores break and get more irritated and inflamed. Dermatologists may refer to them as **papules or pustules**.

**CYSTS**, another type of inflamed pimple, form as a result of clogged pores getting even more irritated and inflamed, pushing deeper into the skin to form fluid-filled cysts.



Acne can also leave behind marks on the skin.  
It may take time, but certain products can help them fade faster.



**POST-INFLAMMATORY HYPERPIGMENTATION (PIH)** is a darker discoloration of the skin, and sometimes a result of the healing process after inflammation. Think acne marks, dark spots, blemishes, and/or discoloration.

PIH is usually flat, and red or brown in color. It occurs more often in people with darker skin tones.

Exfoliation and OTC treatments, as well as sunscreen, can help fade PIH. Be sure not to over-exfoliate, as this can disrupt your skin's natural barrier, causing irritation, inflammation and breakouts.

# A number of factors can influence acne. Understanding them can help you take control.

**HORMONES:** Testosterone and estrogen can cause more oil to be produced. As a result, breakouts are common during teen years and when hormone levels change throughout life. Some people are more pre-disposed than others (we have our genetics to thank for that!).

**MEDICATIONS:** Certain prescription drugs can make breakouts worse, such as corticosteroids. Be sure to tell your doctor about your medications.

**LIFESTYLE:** Stress, diet, and lack of sleep can all disrupt the body's normal process and make acne worse. Even a dirty pillowcase or cellphone screen rubbing against your skin can exacerbate pimples.

It's important to understand common "myths" about acne.  
After all, knowledge is power.



### **Acne only affects teenagers.**

**NOT TRUE.** Acne affects people of all ages, young and old.



### **Avoid sunscreen if you have acne.**

**NOT TRUE.** Sun damage can irritate the skin and cause discoloration. A non-comedogenic sunscreen should be used everyday.



### **More acne medication clears up acne faster.**

**NOT TRUE.** Using too much acne medication can irritate the skin and make it worse. Always follow the recommended usage instructions.

## **REMINDERS**

- Don't pick, scratch or pop your pimples. This can spread acne-causing bacteria and lead to scarring.
- Don't touch your face too often. This can also spread bacteria and make acne worse.
- Use an acne blemish patch to help keep your hands free from those pesky pimples and promote a healing environment!

# Effectively treating your acne starts with managing the full cycle of breakouts.

Dermatologists recommend a consistent daily regimen to prevent and treat breakouts, and reduce the look of post-acne marks.

- ✔ **CLEANSE 2X/DAY TO REMOVE DIRT, OIL AND IMPURITIES.**  
Choose a gentle liquid cleanser or one that contains salicylic acid to help prevent breakouts and acne.
- ✔ **EXFOLIATE 1X/2X WEEKLY** to help remove dead skin cells, unclog pores, and help fight the buildup of oil / bacteria that can cause breakouts. This also helps fade PIH marks. **Look for products with salicylic acid, AHA's & PHA's.**
- ✔ **TREAT THE ENTIRE FACE + APPLY SPOT TREATMENTS.**  
A gentle, all-over face treatment can help prevent breakouts. A spot treatment can also help to reduce redness and provide fast-acting relief. **Look for products with benzoyl peroxide or sulfur.**
- ✔ **MOISTURIZE DAILY** to help prevent dryness and minimize the risk of irritation that can lead to breakouts. **Look for a lightweight, non-comedogenic moisturizer with hyaluronic acid or ceramides.**
- ✔ **WEAR SUNSCREEN DAILY,** even on cloudy days! **Look for products that are non-comedogenic and at least 30 SPF** to protect skin from harmful UV rays that can exacerbate post-acne marks.



## LESS IS OFTEN MORE.

Be mindful of the number and types of skincare treatments and ingredients in your routine.

For example, retinol and salicylic acid can both potentially dry out your skin. Using them at the same time could cause irritation.

Need both of these ingredients? Having an AM & PM routine is a great solution.

# Ingredients for diverse acne-prone needs.

## **BENZOYL PEROXIDE (BPO)**

- Kills acne-causing bacteria; removes excess oil and dead skin
- Treats and helps prevent future breakouts, while reducing redness
- Great for inflamed pimples

## **SALICYLIC ACID**

- Beta hydroxy acid (BHA)
- Can dissolve pore-clogging debris and oil; helps dry out pimples
- Helps restore skin tone/texture and reduces appearance of pores
- Great for blackheads and whiteheads

## **SULFUR**

- Mild and gentle ingredient
- Known to reduce excess oil, shrink pimples, and reduce redness & discomfort
- Great for inflamed pimples

## **NIACINAMIDE**

- Form of vitamin B3 that is known to strengthen the skin barrier and improve skin tone
- Great for post acne marks

## **ALPHA- & POLY-HYDROXY ACIDS**

- Skin acids that provide chemical exfoliation and deliver range of skin benefits
- Superstar AHA's: Glycolic & Mandelic
- Superstar PHA: Gluconolactone
- Great for smoother texture, brighter, and more even skin tone

## **RETINOL**

- Form of Vitamin A that encourages exfoliation
- Supports skin's natural turnover process to even skin tone
- Great for post acne marks

# Neutrogena® is the #1 dermatologist recommended acne brand, powered by clinically-proven results.

## START YOUR ROUTINE WITH BASIC CLEANSING & TREATMENT PRODUCTS



### MEDICATED: STUBBORN TEXTURE DAILY CLEANSER

Contains a derm-grade acid complex of Salicylic Acid, Glycolic Acid, PHA.

**3/4** users saw smoother complexion in 1 week\*



### GENTLE: HYDRO BOOST HYDRATING GEL CLEANSER

Formulated with Hyaluronic Acid clinically proven to reduce irritation in the most sensitive skin types – including acne prone.



### STUBBORN ACNE AM & PM TREATMENT

Formulated with BPO (AM) & Retinol (PM).



**91%** had improvement in pimples\*

**88%** had improvement in skin tone\*



### STUBBORN ACNE ULTRA-THIN BLEMISH PATCHES

Hydrocolloid patches create an optimal healing environment & help to protect pimples from being picked.

**8/10** users agreed they can't feel while wearing\*

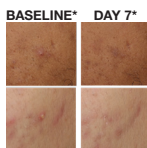
**90%** of acne sufferers saw flatter looking pimples by the next day\*

## ENHANCE YOUR ROUTINE WITH SPOT TREATMENTS, SERUMS, & BODY TREATMENTS



### STUBBORN ACNE SPOT DRYING LOTION

Formulated with Sulfur to penetrate pores to help eliminate stubborn acne + Niacinamide which helps target dark spots & post-acne marks.



### STUBBORN ACNE BLACKHEADS SERUM

Contains a derm-grade acid complex of Salicylic Acid, Glycolic Acid, PHA, Mandelic Acid.



**77%** showed a reduction in breakouts\*

**90%** showed a reduction in blackheads\*



### STUBBORN BODY ACNE CLEANSER + EXFOLIATOR

Formulated with Salicylic Acid to help treat & prevent future breakouts & PHA to provide gentle exfoliation.



### STUBBORN BODY ACNE TREATMENT SPRAY

Formulated with Salicylic Acid to treat & help prevent blemishes, pimples, & stubborn breakouts.

\*Data on file, Johnson & Johnson Consumer Inc.

Take back your power and achieve clearer skin.  
Discuss a personalized AM/PM regimen with your dermatologist.

## CLEANSE



- Hydro Boost Gel Cleanser, Fragrance Free
- Stubborn Texture Daily Cleanser
- Clear Pore Cleanser/Mask
- Stubborn Body Acne Cleanser & Exfoliator
- Oil-Free Acne Wash

## TREAT



- Stubborn Acne AM Treatment
- Stubborn Marks PM Treatment
- Stubborn Blackheads Daily Serum
- Stubborn Acne Ultra Thin Blemish Patches
- Stubborn Acne Spot Drying Lotion
- Stubborn Texture Niacinamide Serum

## MOISTURIZE



- Hydro Boost Hyaluronic Acid Moisturizer with SPF 50, Fragrance Free
- Stubborn Acne Ultra Gentle Face Gel Hydrator
- Hydro Boost Water Gel, Fragrance Free
- Hydro Boost Water Cream, Fragrance Free

## PROTECT



- Clear Face, Face Serum SPF 60
- Clear Face Oil Free Sunscreen SPF 50
- Purescreen+ Mineral Tint Face Liquid SPF 30 (range of shades)