



# Building a Skincare Routine

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# About me

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- I'm from Puerto Rico
- I'm a cosmetic scientist and chemist, product developer, and esthetician
- I started in food science before jumping to cosmetics
- I worked at a raw material manufacturer, where I worked in skincare, suncare, and color cosmetic formulation with a focus in naturality
- Working on my masters degree



# Agenda

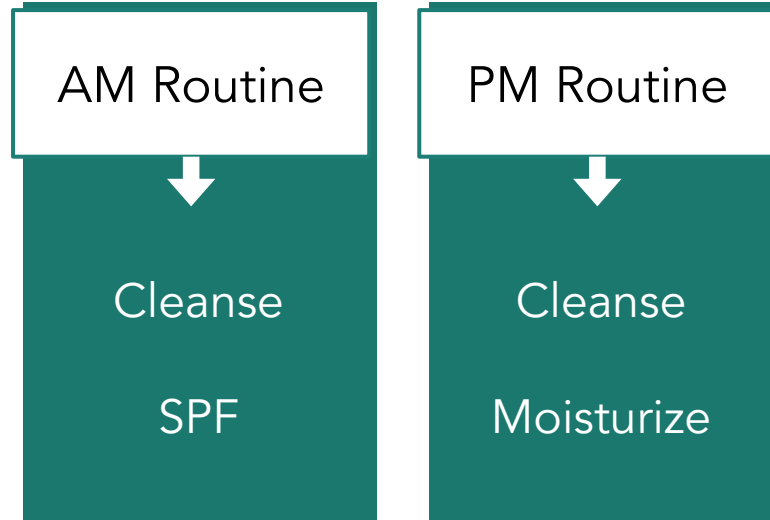


- What are the skincare routine fundamentals?
- What about skin types?
- When do I start adding in more?
- Ingredient highlights
- Common skincare routine misconceptions

# What are the skincare fundamentals?

## 3 Basic Steps:

1. Cleanser
2. Moisturizer
3. Sunscreen



## What are the skincare fundamentals? Cont.

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YOU CAN HAVE A BASIC  
*AND WELL ROUNDED ROUTINE*

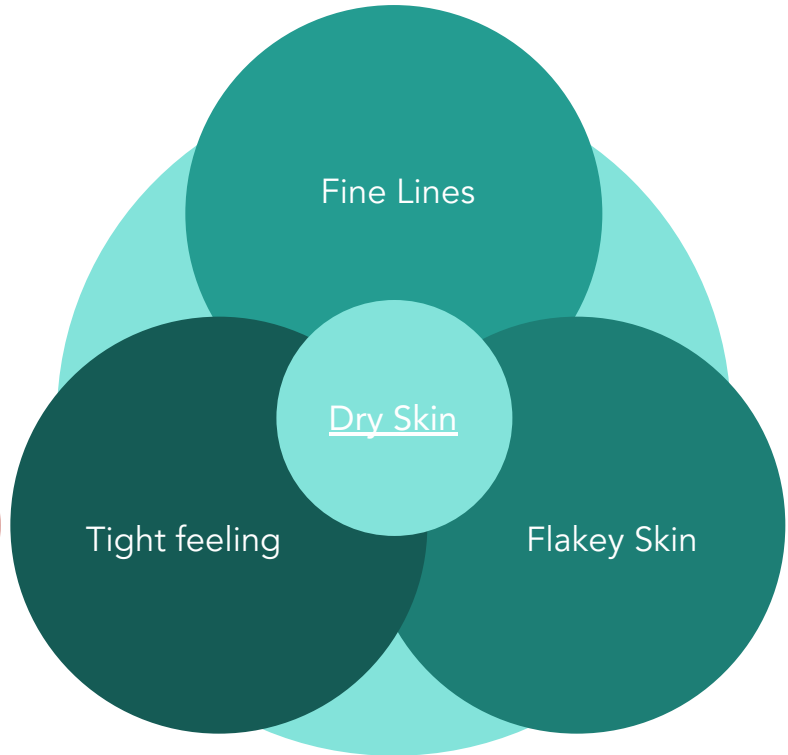
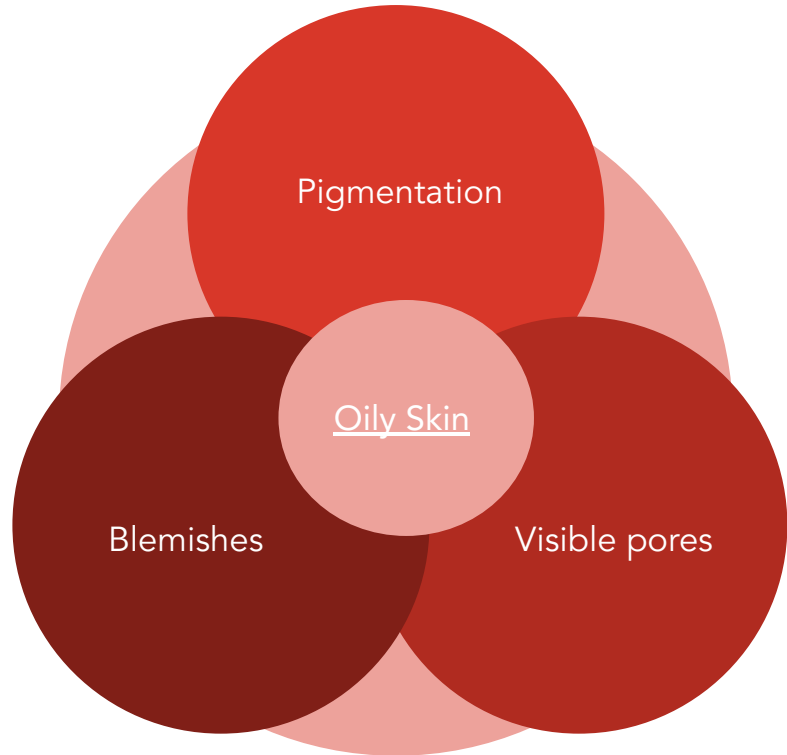
Consider textures:  
Lightweight vs  
moisturizing

For leave-on products,  
what actives are  
included?

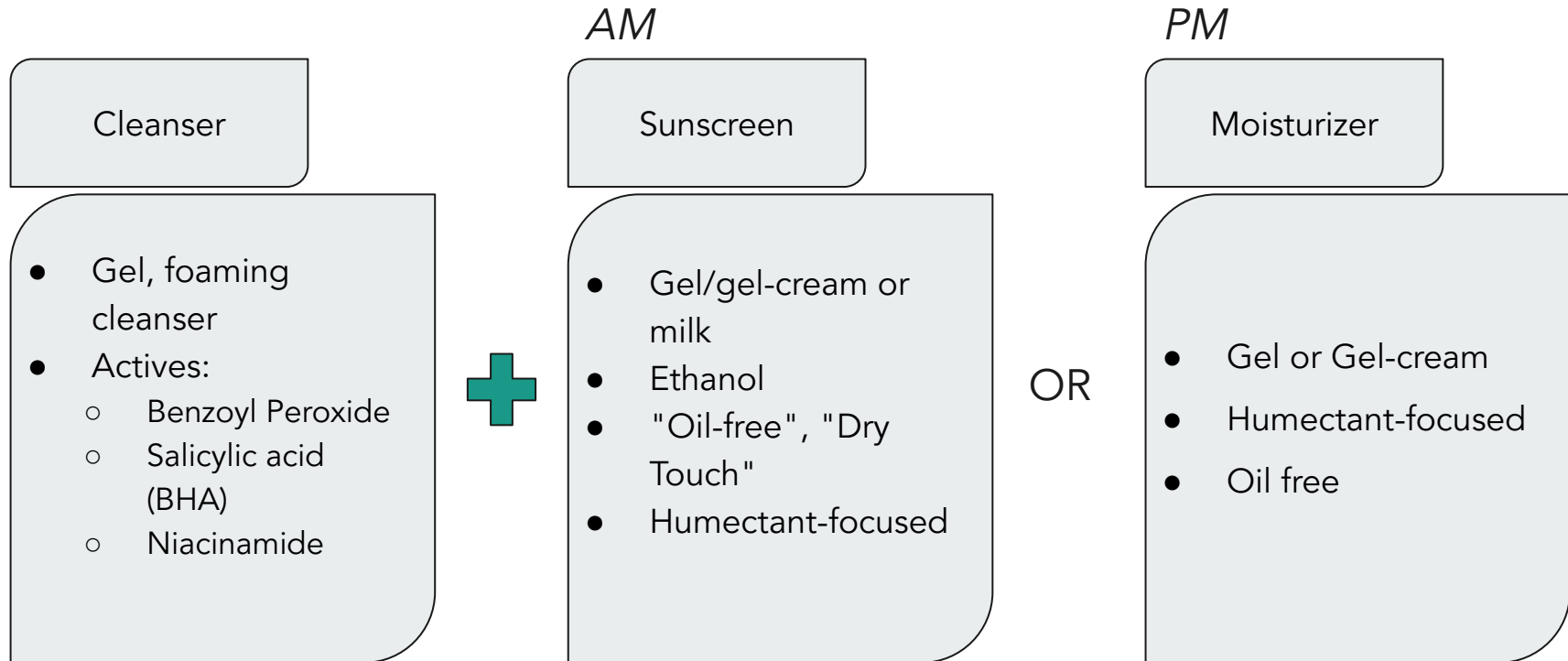
What are your skin  
goals?

# What about skin types?

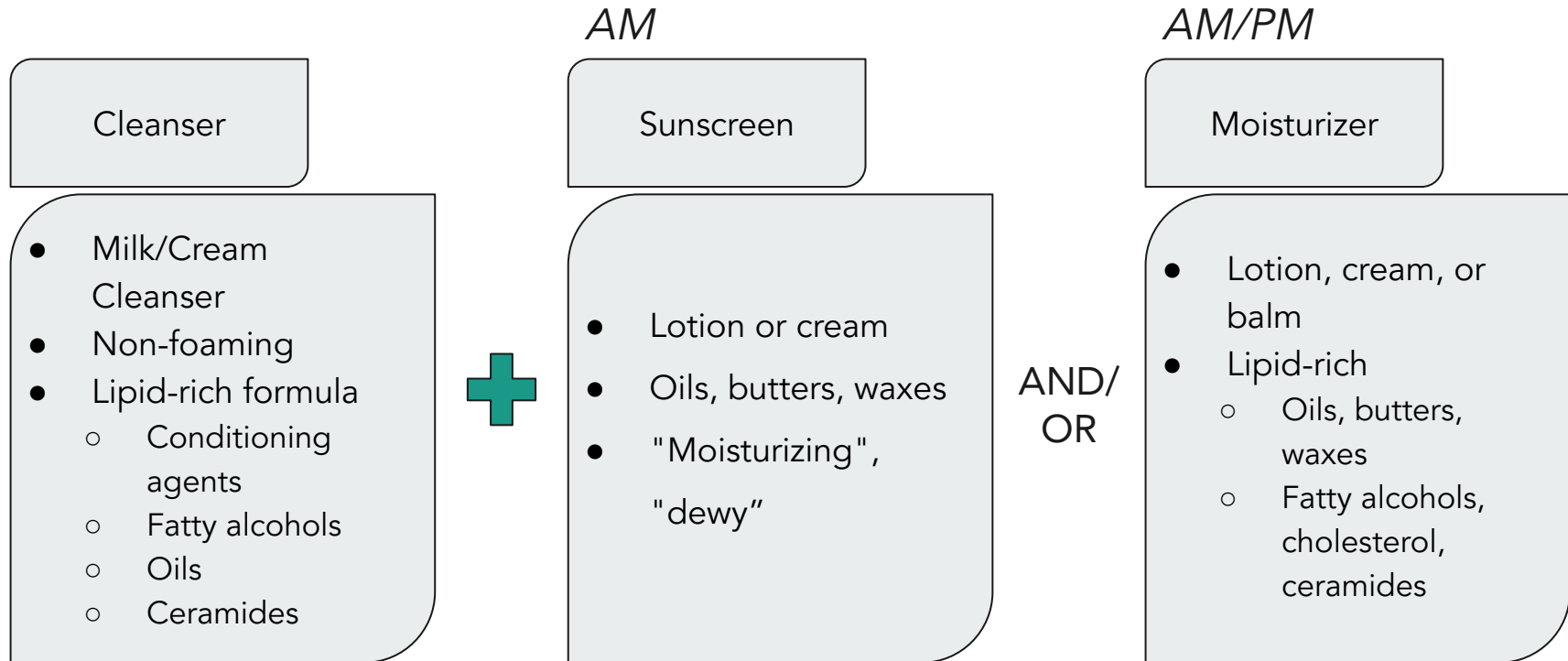
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# Basic Routine for Oily Skin: Lightweight, non-greasy, non-shiny



# Basic Routine for Dry Skin: Nourishing, Rich, Glowy





# Routine Wrap-Up



- Listen to your skin
- Fragrance vs. Fragrance-Free
- Barrier care is priority
- Sometimes less *IS* more (except for sunscreen)
- Sunscreen
  - Find a texture you like and enjoy and will want to use everyday
  - Find a texture you're willing to reapply if need be
  - Everyday vs heavy duty: sweat & water resistance

# Toners, Essences, Serums., Treatment



Fundamentally serve as  
a vehicle for actives

Serve as a supplement  
to the basic 3 steps

Have higher % of actives  
to help target skin  
concerns

# Toners, Essences, Serums., Treatment

What texture do you prefer?

Lightweight & Watery

Essences \  
Toners

Serums \  
Treatments

Rich & Moisturizing

What is your skin concern/goal?

The right combination of products can help you achieve your skin goal or target your specific concern.

Layering or cycling certain active-focused products throughout the week can have a more holistic effect and benefit

What is your skin tolerance?

Consider skin sensitivity

- More sensitive skin can benefit from wash-off products
- Toners and essences tend to have lower % of actives
- Layering certain actives can be irritating

# Ingredient Highlights



## Retinoids

Retinol and Retinal

Help with skin cell turnover

For:  
Blemishes,  
pigmentation,  
texture, fine lines

## AHAs

Glycolic, lactic,  
mandelic acids

Slough off dead skin

For: texture,  
pigmentation

Gentle skin option:  
PHAs

## BHAs

Salicylic acid and  
capryloyl salicylic acid  
(LHA)

Slough off dead skin

For:  
Blemishes, pores,  
texture, blackheads,  
oiliness

## Vitamin C

Ascorbic acid, ascorbyl  
glucoside, 3-o-ethyl  
ascorbic acid,  
tetrahexyldecyl  
ascorbate

Antioxidant

For: Pigmentation, fine  
lines, protection

# Ingredient Highlights



## Niacinamide

Antioxidant,  
brightening, soothing,  
moisturizing

For: pigmentation,  
blemishes, oiliness, fine  
lines, moisturization,  
barrier support

## Humectants

Hyaluronic acid,  
glycerin, glycols,  
polyglutamic acid,  
panthenol, beta  
glucan,

"Hygroscopic", hydrate

For: hydration, fine  
lines

## Soothing

Bisabolol, centella  
asiatica, allantoin,  
pantheon, oat, licorice  
root, green tea

Reduces the look of  
redness and helps skin  
feel more soothed

## Antioxidants

Vit C, Vit E, Caffeine,  
Niacinamide, CoQ10,  
Resveratrol,  
Pycnogenol, Green Tea  
(EGCG), Ferulic Acid

Protect the skin from  
ROS aka free radicals

For: fine lines, aging,  
soothing, pigmentation

# Ingredient Highlights



## Blemishes

BHAs  
Benzoyl Peroxide  
Niacinamide  
Sulfur  
Azelaic Acid  
AHAs  
Retinoids  
Sulfur  
Zinc PCA  
Soothing ingredients  
Sunscreen

## Pigmentation

Retinoids  
AHAs  
Niacinamide  
Vitamin C  
N-Acetyl Glucosamine  
Alpha Arbutin  
Azelaic Acid  
Hexylresorcinol  
Antioxidants  
Soothing ingredients  
Sunscreen

## Signs of Aging

Retinoids  
AHAs  
Vitamin C  
Antioxidants  
Soothing ingredients

# Common Misconceptions



You need a multistep routine

Expensive = better

Don't mix x ingredient with y ingredient

Higher strength = better results

# Final Thoughts



You don't need a lot of products for a good routine

It's ok to use a product simply because it makes you happy to use

Consistency is key

Skincare isn't toxic

Use sunscreen



# Thank You



Jen Novakovich (@theecowell)

Jorge Vazquez Gonzalez

Tony Hommes (@capricorneum.skin)

Ember Bryant