



Skin Care Challenges

Psoriasis

What is Psoriasis?

Psoriasis causes cells to build up rapidly on the surface of the skin, characterized by red, scaly, sometimes silvery patches of skin, and itchiness. There are many types of psoriasis for which medical intervention may be necessary, depending on the severity.

What Causes Psoriasis?

- While the cause of psoriasis is not fully understood, psoriasis, believed to be related to an immune system disorder, involves the T-cells, called neutrophils, in your body.
- Family history of psoriasis
- Common Triggers for Psoriasis:
 - Infections, such as strep throat or skin infection
 - Stress
 - Smoking
 - Heavy alcohol consumption
 - Vitamin D deficiency

L'BRI Products for Psoriasis:

- Choose the skin care trio appropriate for their skin type.
- Recommend Rejuvenating Facial Peel when the condition improves.
- Facial Masque or Clarifying Clay Masque, as appropriate for their skin type, can be recommended after their psoriasis has improved.
- Anti-aging products appropriate for the customer's aging concerns. Avoid Time Erase with 10% alpha hydroxy acid, which may be too active for this skin type.

Tips to Help Control Psoriasis:

- Moisturize skin twice daily to help seal in moisture
- Take shorter baths or showers in lukewarm, not hot, water. Dry your skin by patting, not rubbing to avoid irritating the skin.
- Wear cotton or soft fabrics to avoid rough, scratchy materials and tight clothing to allow air circulation on the skin
- Protect your skin from the sun year-round. Use sunscreen on both the face and body to avoid further damage to the surface of the skin.