

## Email One: What's Wrong With Your Skincare Routine?

Dear (insert name),

Have you ever wondered what makes a perfect skincare routine? Do you even have one?

Are you actually seeing results from your existing routine?

Hopefully you will have read my report on '10 Steps to More Beautiful Skin Naturally' which shows you how you can achieve gorgeous skin using natural ingredients.

While most people agree that you should cleanse, tone and moisturize the skin, it's by no means the complete answer to perfect skin.

But before I go into what's missing, let me explain these three steps in a little more detail:

1. **Cleanse** – this basically means cleaning your skin with some sort of cleanser which removes grime and grease your skin accumulates throughout the day. You should cleanse skin twice daily, because you perspire during the night and in the same way you shower every morning to feel fresh, you should also cleanse your face to keep it fresh too.
2. **Tone** – this step is debatable. Most beauty experts will tell you that a toner will close the pores. This isn't true. Toners temporarily tighten pores and remove the last traces of cleanser. Women who use wash-off toners tend to skip this step.
3. **Moisturize** – your skin needs moisture to help combat the effects of central heating, pollution and the elements. Moisturizers soften the skin and prevent the tight, dry feeling you often get with washing your skin.

While these three steps (or for some people, steps one and three) help to form the foundation for a good skincare routine, they most certainly don't complete it.

It's just one of the reasons why your skincare routine might not be giving you the results you're looking for.

Your skin sheds dead skin cells regularly, and a build up of these skin cells can lead to dull, patchy, flaky and congested skin.

The secret lies in regular exfoliation (at least once a week) using a grainy product or a textured wash cloth to help remove dead skin cells and keep skin smooth and glowing.

So if you're not using some form of exfoliation, your skincare routine is definitely lacking. The other major benefit of exfoliation is that over time, it helps to fade out marks and scars on the skin's surface.

And here's another tip – always use a mask at least once a week if you can. A mask will draw out impurities, heal and purify the skin to combat problems such as spots and blackheads. A moisture boosting mask will help replenish, plump and smooth the skin cells and make your skin look rested and bursting with vitality.

So if you're not seeing the results you want from your current routine, ask yourself if you're taking the time to treat your skin by exfoliating and using a mask regularly. It could mean the difference between good skin and great skin.

Here's to a lifetime of gorgeous skin,

Mary Ruddy

(insert link here)

PS – tomorrow I'll share with you a great way to super charge your cleansing routine to ensure flawless skin

## Email two: The Secrets to Flawless Skin!

Dear (insert name),

Yesterday I explained how cleansing, toning and moisturizing wasn't enough to achieve good skin. Today, I want to talk about cleansing in detail, because as any beauty therapist will tell you, great skin starts with a clean canvas.

Have you ever seen close up shots of celebrities and models in magazines? While many of these celebs have had their imperfections airbrushed, most famous people are also well known for their amazing skin.

Think Jennifer Lopez, Kate Beckinsdale and Jessica Alba. These stars have GORGEOUS skin, even without makeup. But, as most celebs and models will tell you, their skin is beautiful because they are disciplined in their approach to skincare.

Cleansing is the foundation of flawless skin, since a dirty or polluted complexion will only lead to spots and rough, uneven skin texture.

There are three main types of cleansers:

- Face wash which is washed off
- Cleansing lotion which is removed using a cotton wool pad
- Cleansing balm which is removed using a cleansing cloth that has been dipped in hot water

Which type of cleanser you use is entirely your choice, but always be sure to choose the correct one for your skin type.

Now here's the secret bit: ALWAYS double cleanse the skin at night. That's right. In the same way you shampoo your hair twice to ensure every last bit of grease has been removed from your hair, your skin will really benefit from a double cleanse to remove every last trace of dirt and makeup possible.

And, here's another secret – massage your cleanser in thoroughly for several minutes first before removing.

Imagine you have a car which you cover in soap and wash off. Do you think the car would be clean? You would probably find it still had dirt on it. Now take the same car and really work the soap into the car, 'massaging' it with a sponge and then rinsing it away.

Your car would be shining like new. The same is true of your skin. Not only does massaging help to dislodge dirt and grime trapped in your pores, but it helps to boost circulation and give you a glow.

Lastly, don't EVER sleep in makeup or go to bed without cleansing your skin. Dirt can block your pores leading to spots, so even one night without thoroughly cleansing the skin can give you spots by the morning.

If you get really lazy, keep a packet of organic baby wipes next to your bed and ensure you cleanse your skin thoroughly before hitting the sack...

Here's to a lifetime of gorgeous skin,

Mary Ruddy

(insert link here)

PS – stay tuned for tomorrow's email to learn how to remove ageing eye bags and dark circles!

### **Email Three: Puffy The Eye-bag Slayer!**

Dear (insert name),

Over the last two days we have looked at the basics of good skincare, but today I want to talk to you about something completely different. Your eyes.

Your eyes are your most precious asset, and are aptly named 'the windows of the soul' for a reason...

That's because your eyes give away who you are and what you've been up to! Too many late nights will give you dark circles under the eyes, and illness gives your eyes a dull, sunken look. Eye bags are caused by lots of different things such as staying up too late, eating the wrong kinds of foods and not using appropriate skincare.

Regardless of whether you have bags under your eyes or dark circles, one thing's for sure: both are ageing, making you look older than you are.

First things first, you need to address your health before anything else. Ensure you eat a good wholesome diet of fresh fruit, vegetables, white meat and lots of water. This in itself will ensure you've got a head start in your health.

Secondly, take the night test and morning after test. If your eyes are puffier in the evening than the morning, you are probably doing one of the following:

- Using too much rich creams around the eye area
- Eating food high in salt
- Not drinking enough water (you should drink around 8 glasses a day)
- Not going to bed on time

If your eyes are puffy in the morning, you probably aren't sleeping as well as you should and your pillow may be too flat.

If you have permanently puffy eyes, then it is probably genetic and you can only do so much to help alleviate the puffiness.

Here are three completely natural remedies to help get rid of puffiness:

- Place slices of cold cucumber on eyes for 10 minutes
- Place slices of raw potato on your eyes for 10 mins
- Place ice cubes in a muslin cloth and rub over eyes for a few minutes

And here's another tip. Using a specialist eye gel for puffiness works wonders...especially if you keep your eye gel in the fridge to cool and soothe at the same time!

And speaking of eye gel, a fabulous eye gel which is perfect for puffy eyes is the Xtend Life Eye Contour Gel which in trials, helped 65% of users to reduce puffiness and tighten the skin around the eye area in less than a month!

This amazing eye gel is completely natural and doesn't contain any chemicals at all – so is perfect for sensitive eyes. You can learn more about this fantastic eye product here (insert link)

Here's to a more gorgeous you,

Mary Ruddy

(insert link)

PS - Tomorrow I'll show you how to nourish your skin easily and effortlessly to promote a healthy and dewy glow.

## **Email Four: Revealed: The Secret to More Youthful Skin!**

Dear (insert name),

Over the last few days I have shared some great ways in which you can attain healthy and more beautiful skin. Today I want to specifically address ageing!

Ageing gracefully is becoming something of a far off dream, as worryingly, people are taking drastic measures to help turn back the years including harmful and dangerous chemical peels, botox (which is actually a type of poison used to paralyse your facial muscles) and even facelifts.

Any of these procedures carry major risks to the skin and to your health.

My advice? Look after your skin now and protect it from the inside out. That way you will age as gracefully as you possibly can.

But, following on from my report '10 Steps to More Beautiful Skin naturally', I wanted to share some additional secrets to help you turn back the years.

For example, did you know that dull, dehydrated and blotchy skin can age your skin badly? A simple way to combat this is to drink lots of water and to place bowls of water near the radiators in your home.

Dehydration is one of the causes of fine lines and if your skin is dehydrated, it will often have a greyish and patchy look to it. Help your skin retain more moisture by choosing products that are water based, so that your skin is getting a moisture drink externally.

Another great tip is to rub freshly mashed ripe papaya onto your skin and leaving for 20 minutes. This amazing natural treatment contains an enzyme called papain – an ingredient found in many expensive exfoliating products and which helps to dissolve dead skin cells.

Your skin will literally be shining with health and your fine lines will be far less visible.

And lastly, never, EVER leave the house without sunblock on your face. The sun contains damaging rays which can severely age your skin.

Now although the sun is ageing, you do need some sun to help you create vitamin D in your body which is necessary for strong bones. On your face and neck, always use a sunblock. On your body, you can get away with using a lower factor sunblock such as SPF15 to ensure you're getting your vitamin D!

But, remember this – sunblock is necessary to prevent wrinkles setting in.

Put it this way, if you have ever seen the 'leathery' appearance of people who worship the sun, you'll know how aged they actually look.

You certainly wouldn't catch me dead in anything less than SPF25 year round, and in summer, I use SPF 50.

And don't assume all sunblocks were created equally either. Chemical sunblocks can cause rashes and allergies, so look out for natural sunblocks that contain ingredients like titanium dioxide and zinc dioxide – two naturally occurring mineral sunblocks that are good for you.

Lastly, if you suffer from pigmentation patches on your skin, a tiny dab of lemon juice used every night before bed and under your face cream is all it takes to bleach them away.

Here's to a lifetime of good skin,

Mary Ruddy

(inset link)

PS – come back tomorrow when we discuss the different types of products and treatments that are good for your skin.



## **Email Five: Is this really the best way to get gorgeous skin?**

Dear (Insert name),

So far, you've learnt a great deal about how to get more from your skincare routine with tips, tricks and secret additions to really make a difference to your skin.

If ageing and beautiful, youthful skin is something you really want, there are lots of ways in which you can get it.

Perhaps you might prefer to use a little nip and a tuck to fight off the years? Face lifts are very invasive and not everyone wants to go under the knife. Apart from the fact that they're expensive, if a facelift goes wrong, you're stuck with a drawn out face that looks like you were caught in a wind tunnel!

And that's NOT a good look! Face lifts might not be for you, but would YOU inject YOUR skin with a poison that can cause paralysis?

No? Well that's EXACTLY what Botox is – a poison or neurotoxin which can cause paralysis. In fact, it works by temporarily paralysing your facial muscles. I don't know about you, but I certainly don't want a toxin that can cause so much damage to be injected into MY skin. No way!

And what about chemical peels? Surely they're safe right? After all, they iron out wrinkles and remove evidence of scars and sun damage giving you smooth skin.

But, and here's the thing. Chemical peels are very vicious and literally burn away the top layer of your skin. In some cases, it can lead to an increase in pigmentation, making your skin dark and patchy.

And if you suffer from a reaction, your skin could be scarred for life. Is this a risk YOU'RE willing to take? I know I certainly am not.

Let me ask you a question: Are you happy with your current skincare routine?

If you answered 'yes', I really want you to think about that for a moment. You see, traditional skincare products that are available over the counter and in every supermarket or premium beauty aisle are mostly LOADED with chemical fillers which are bad for your skin.

As mentioned in my report '10 Steps to More Beautiful Skin Naturally', chemical fillers are toxic to your skin, even in small doses, since your skin literally ingests or eats whatever you put onto it. Over a prolonged period of time, these fillers can cause spots, rashes, headaches, organ failure and even cancer.

Do you still think that commercial beauty products are the best way to get beautiful skin?

No, I didn't think so!

Take mineral oil for example, which is a very common skincare ingredient. Baby oil is 100% mineral oil, but did you know where it actually comes from?

**CRUDE OIL!!**

Can you imagine slathering crude oil all over your baby or even all over your face? Many products contain mineral oil to improve the softness of your skin.

How scary is that? And other ingredients which come from crude oil include petrolatum and paraffin and can be found in many lotions and potions that you apply directly to your face and body.

A better alternative is to use beauty products that are completely natural and contain NO chemicals whatsoever. The great thing about natural products are that they are GOOD for your skin and proven too. Most natural ingredients have been used successfully for thousands of years without any side effects.

Isn't that what you would want to put on your skin instead of chemically-laden cosmetics and products?

Xtend-Life is a complete range of natural skincare products that contain NO chemicals whatsoever and are kind and gentle on your skin. They rely heavily on active natural ingredients to really make a difference to the tone and texture of the skin, making it healthy, nourished and youthful.

Can your skincare do that? To find out more, please visit [\(insert link\)](#).

Here's to more beautiful skin,

Mary Ruddy

[\(insert link\)](#)

## Email Six: How Natural Skincare Products Can Unlock The Secrets to Youthful Skin!

Dear (insert name),

Yesterday I mentioned a product range called Xtend-Life as being a great **natural** alternative to commercial beauty products and more harsh treatments to stay looking young.

Xtend-life is a complete range of beauty products that have clinically proven results to give you the best skin of your life. The range is made using only the finest natural ingredients in the highest concentrations possible – it's like enveloping your skin in a layer of nutritional goodness!

That's because Xtend-Life's products are designed to help nourish and preserve the health of the skin, helping it to repair from within.

Remember when I told you that your skin literally ingests what you put on it? Well with Xtend-Life's products, you never EVER have to worry about what's going on your skin and into your body.

Every single one of the ingredients that are used in the Xtend-Life range are so pure that you could literally eat them if you wanted to (I don't think you would, but you could if you wanted to!).

And here's the other clincher. These products don't contain a few active ingredients – instead they contain the highest levels of super-potent and active ingredients possible which together are a powerhouse of wrinkle-busting goodness.

Xtend-Life's products are perfect if you suffer from:

- Spots
- Pigmentation and sun damage
- Fine lines and wrinkles
- Dull, patchy and flaky skin
- Sensitivity
- Problems such as eczema and psoriasis
- Sagging skin
- Rough, uneven texture

In short, Xtend-Life's products were created to combat the very problems that can age you and make your skin look less than healthy.

And, gram for gram, they are far superior to any other commercial beauty preparation on the market today. They are bursting with antioxidants, 100% natural oils, vitamins and proteins which actively repair your skin.

If you have a skincare concern, you can rest assured that Xtend-Life has the natural solution to your skincare needs. In fact, Xtend-Life have different age ranges available for their products so you can quickly and easily see which products are most suited to your needs.

In fact, Xtend-Life is so confident in its ability to provide you the very best in natural skincare that they are offering a full 6 month 100% satisfaction money back guarantee.

Does YOUR skincare supplier offer you any such guarantee?

To find out more about this fantastic 100% natural and proven range, visit (insert link)

Here's to a lifetime of good skin,

Mary Ruddy

(insert link)

PS – don't forget that each product in Xtend-Life's skincare range is backed by a 100% satisfaction guarantee. You have a FULL 6 months to try out ANY product in the range and if you don't think it works for you, simply return it for a refund!

PPS – Xtend-Life is not like any other beauty products out there – they have been created to be natural and more effective than leading commercial and chemically filled beauty products.