



ACNE SECRETS

HOW TO IDENTIFY AND CONTROL
THE 4 PRIMARY ACNE TRIGGERS
WREAKING HAVOC WITH YOUR SKIN.

A SPECIAL REPORT

by Jessica Gremley

YOU'RE IN THE RIGHT PLACE

IS THIS YOU?

Struggling to get rid of your acne. Wanting to know why the acne meds and treatments you've tried all fail. Because you can't clear your skin no matter how hard you try or how many products you throw at it.

You're worried that you're running out of options.

At the same time...

Because you've been burned so many times by all the empty promises made by skincare brands and dermatologists...

Because your poor skin has been wracked and dried and vexed into dubious and fleeting submission...

You're skeptical.

You've spent hours online researching "how to get rid of my acne" and looking for promising breakthroughs. But there's SO much contradictory information out there! How do you decide

what's right, what's BS? It's so confusing, you don't want to do anything. Besides, haven't you "heard it all before"? Is there REALLY anything new to learn about your acne?

If you're feeling this way, can't blame you. Not at all. There are good reasons for your caution. There's a thicket of myth, misinformation and faulty logic surrounding acne – what it is, what causes it, how to heal it.

That's why, in Acne Secrets, we're going to tackle these fictions together.

Lay them bare for the villains they are.

And strengthen your power to discern the truth. So you can rebuild your hope and stoke your excitement that...

YES! There IS a straightforward path to eliminating your breakouts and achieving clear skin.

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Wondering “What’s next?”



HERE'S WHAT YOU'RE GOING TO LEARN IN ACNE SECRETS.

*.WHETHER YOU'VE HAD A RECENT ONSET OF ADULT ACNE...
WHETHER YOU'VE GOT A FEW ANNOYING PIMPLES THAT
KEEP POPPING UP WHEN YOU LEAST WANT THEM...
OR WHETHER YOU'VE HAD FULL-BLOWN, PAINFUL CYSTIC ACNE
FOREVER AND NOTHING HAS HELPED...*

YOU'RE IN THE RIGHT PLACE.

*AND TO HELP YOU MOVE FORWARD IN YOUR SKIN-CLEARING QUEST,
HERE'S WHAT YOU'RE GOING TO DISCOVER:*

1. **Acne 101 – Let's Get on the Same Page.** The simple yet essential fact skincare companies and dermatologists ignore, leaving you holding the bag with perpetually blemished skin.
2. **Why the “Fails” Aren't Your Fault.** The “Are you sitting down?” truth behind the epic acne product and med fails.
3. **The 4 Primary Acne Triggers Wreaking Havoc with Your Skin.** Yep. Four insidious ways acne triggers are tripping you up and keeping you from getting clear skin.
4. **2 Acne Instigators Perpetuating Your Acne.** As if four primary acne triggers weren't enough, there are two more ways you're messing with your skin every single day.

5. **Bad Habits, Good Habits and the Challenge of Change.** The “truth bomb” when it comes to clearing your skin.
6. **The Solution – Time to Get Clear.** Yes! You’re now equipped to make clear, healthy choices for your skin.

We’re diving into “Acne 101” and “Why it’s Not Your Fault” in this Introduction. Then we’ll quickly review “The 4 Primary Acne Triggers” to prime you for deeper exploration in upcoming chapters





WHY CLEARING YOUR SKIN MATTERS.

Here at Natural Acne Clinic, we believe you deserve to live full out – with purpose, wonder and fun. That's why the acne has to go. Because it's too darn hard to feel and look your best when the pain and frustration of acne is holding you back.

The fact is, we're all called to live our dreams, wherever they may take us. And showing up for life with clear-skinned confidence can mean all the difference between just wishing for something better or going for it, and achieving what you desire most.

*WE WISH THIS FOR YOU!
YOU DESERVE THIS! AND
THAT'S EXACTLY WHY WE
CREATED ACNE SECRETS
– TO HELP YOU TAKE A
SAFE, CONFIDENT LEAP
FORWARD IN CLEARING
YOUR SKIN.*



YOU CAN FEEL SAFE INSIDE THIS E-BOOK.

Hi, I'm Jessi...

A Medical Esthetician, Certified Acne Specialist & Healing Diets Practitioner with 17 years' experience. I'm a passionate advocate devoted to helping you feel and look your best, and be free at last with clear, healthy skin.

Since 2001, me and my Clear Skin Coaches have helped thousands of women and men around the world – people just like you – get the smooth, beautiful skin they dream of. And we have a 95% Success Rate to prove it!

Doing this work, helping people finally shed the chains of their stubborn acne, even the MOST severe acne you can imagine – and emerge with fresh, glowing energy as uplifting as their clear and happy faces – has been the greatest gift of my life.

And yet, please know, my own skin wasn't always clear and fresh. Far from it.

For 16 years, I was plagued with acne. Like you, I tried everything under the sun to make my acne go away. Frantically reaching for new skincare products, supplements, topical meds. My medicine cabinet was an overstuffed graveyard of abandoned, half-used tubes and bottles of potions that did nothing or very little. Depressing evidence of my growing disappointment.

I was so frustrated with the broken promises!

When it comes to clearing acne, acne skincare brands promise the holy grail because *the FDA doesn't regulate their claims*. I kept falling for their assurances because I wanted to clear my skin so badly and get on with my life.

And not just me.

At that time, I'd been in the skincare industry for ten years and witnessed countless people suffering with acne despite their heroic (and expensive) efforts to get rid of it. There had to be something inherently wrong with the products and advice skincare companies and dermatologists were offering.

That was why I was determined to find a REAL and LASTING solution to this problem. A natural way to clear skin long term and without harmful side effects.

Through persistent investigation and experimentation, I did it! Combining my insider acne knowledge and devotion to natural healing methods, I unlocked the secret to eliminating acne for good.



And that's exactly what I'm about to share with you now.

Jessica Gremley,

**Founder, Natural Acne Clinic
Creator, Clear Skin Central**

ACNE 101 - LET'S GET ON THE SAME PAGE.

Before we dive into the five culprits triggering your acne, let's ensure you've got the REAL facts about acne.

When it comes to the root cause of your acne, here's what you should know...

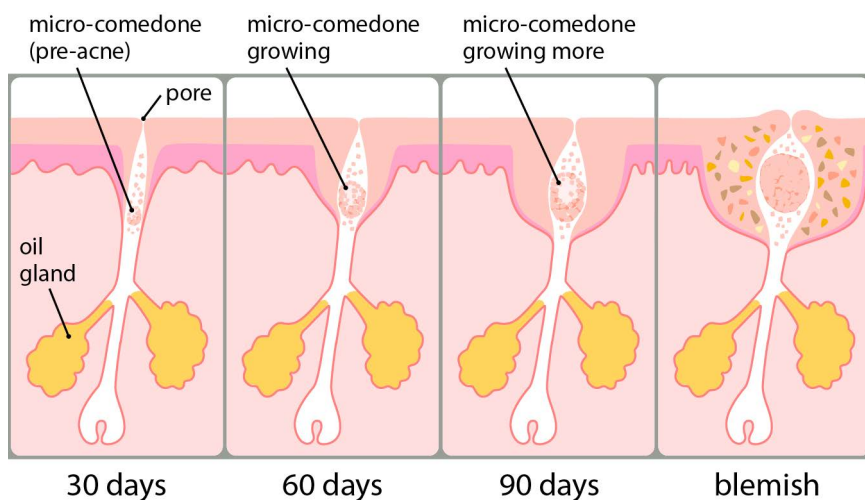
Acne is a genetic condition called retention hyperkeratosis.

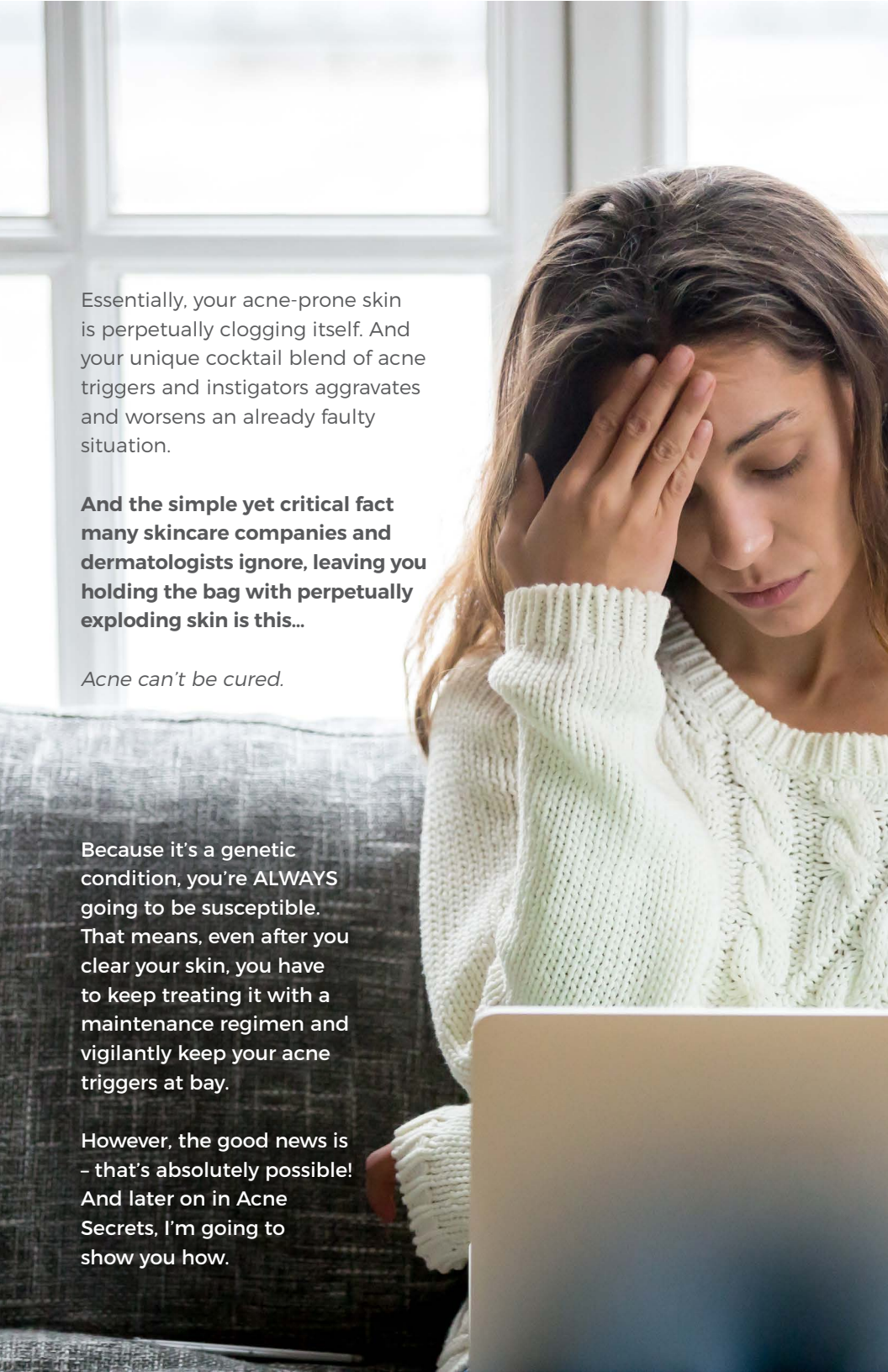
Let me explain.

Every day a layer of dead skin cells is shed inside the pore. Ordinarily, these dead skin cells are pushed

from behind by newer cells rising to the skin's surface, then flake off in a normal, healthy pore.

However, this continuous shedding process goes haywire in people with acne. Acne-prone skin produces up to 5x more dead cells than normal, and the excess dead cells stay stuck on the skin's surface and clog your pores. The resulting plug (known as a microcomedone), when mixed with oil, forms a blackhead. When infected with bacteria, forms a blemish.





Essentially, your acne-prone skin is perpetually clogging itself. And your unique cocktail blend of acne triggers and instigators aggravates and worsens an already faulty situation.

And the simple yet critical fact many skincare companies and dermatologists ignore, leaving you holding the bag with perpetually exploding skin is this...

Acne can't be cured.

Because it's a genetic condition, you're ALWAYS going to be susceptible. That means, even after you clear your skin, you have to keep treating it with a maintenance regimen and vigilantly keep your acne triggers at bay.

However, the good news is – that's absolutely possible! And later on in Acne Secrets, I'm going to show you how.

WHY THE “FAILS” AREN'T YOUR FAULT.

Here's the next critical piece of info you need that the pros left out. Either because they don't know what I'm about to share or don't understand the true nature of acne.

And you, my friend, through your years of trying one product or med after another, have already proven this point. And it's this...

A one-product or one-med at a time approach will not eliminate your acne.

Ever.

You wouldn't be reading this if it had. Because you'd be too busy enjoying the heck out of life with your scrumptious clear skin and never giving a thought to acne purgatory. *Am I right?!*

Think back. How many products, meds or treatments have you tried, one after another, hoping, hoping, hoping *"This will be the one!!"* Only to be majorly crushed when it wasn't.



Here's the thing...

Your primary acne triggers – including hormones, gut imbalance, stress and diet – are having a field day with your skin. Some triggers you know about, others bet you haven't a clue they're impacting you.

And a one-hit wonder potion or drug can't possibly address multiple, direct attacks on your skin. They're not designed that way.

Sorry to say, there's more to the story...

Did you know that your skin adapts to ANY skin care regimen within 2 to 3 weeks?

Which also explains why the one-size-fits-all remedies, antibiotics and other prescriptions you take seem great for a while, then stop working. It's not you, you didn't do anything wrong. It's just that your skin has adjusted. It's no longer challenged to react.

Adding to the bad news..

Almost ALL acne products and prescription topicals available today have at least 1 of the

125+ ingredients known to clog your pores.

Yikes, right? And here you are, paying all that money, doing your best to follow directions or what the doctor orders, and you're actually sabotaging your skin. Yep, *making it worse* because inactive ingredients in these products are clogging – therefore, *inflaming* – the very skin pores you desperately wish to clear.

It's like trying to rake leaves in a windstorm. You're just never gonna get ahead.

That's not all.

How about a side of constipation, diarrhea, depression or liver damage to go along with your dashed hopes? You guessed it, besides drying and irritating your skin, many acne-related products and medications can impact your health in nasty ways like these.

SO, IF YOU'RE FEELING STRESSED OR JADED, HEARTSICK OR ANGRY BY ALL YOU'VE EXPERIENCED, IT'S NO SURPRISE.

But don't worry. REAL answers and solutions are coming right up.

ACNE SECRETS:

How to identify and control the 4 Primary Acne Triggers wreaking havoc with your skin

In the following chapters, you're going to discover the foundational truths I rely on every day to help my clients eliminate their breakouts and achieve lasting clear skin.

If you want this too, it's critical you figure out your acne triggers. Otherwise, you'll be in a constant state of breakout and uncertainty as to the cause. Once you pinpoint and eliminate your personal acne triggers and instigators, as explained in Chapters 1 through 6, you can begin to heal your skin in earnest.

You'll then explore the habits and mindsets necessary to make your clear skin goal a reality, in Chapter 7. And wrap up Acne Secrets in Chapter 8 with your next best steps!

Here's what's ahead:

Chapter 1. Hormonal Acne Trigger – 3 Myths and Facts

Chapter 2. Gut Imbalance Acne Trigger – How an Unhealthy Gut Inflames Your Acne

Chapter 3. Stress Acne Trigger – Life's Ups and Downs Can Mess with Your Skin

Chapter 4. Diet Acne Trigger – “Good for You” Foods that Trigger Your Acne

Chapter 5. Acne Instigator – The Sneaky Surprise of Pore-Clogging Ingredients

Chapter 6. Acne Instigator – Why Your Regimen Devotion is Perpetuating Your Acne

Chapter 7. Bad Habits, Good Habits and the Challenge of Change

Chapter 8. The Solution – Time to Get Clear and Stay Clear

SUMMARY

Fantastic! You've got a solid grounding in Acne 101 and why your past acne treatments haven't been helping. Now it's time to explore each of the 4 primary acne triggers and 2 acne instigators. Up next? Hormonal Acne Trigger – 3 Myths and Facts. Ready? Let's go!

CHAPTER 1.

HORMONAL ACNE TRIGGER – 3 MYTHS AND FACTS

“I’ve got hormonal acne. Can you help me?”

Hearing this plea breaks my heart for so many reasons.

Oftentimes, the women who contact me have had acne since they were young teens. Around 13, they began experiencing spots and bumps on their forehead. By 15, the acne slipped down to their cheeks, chin and jaw, becoming inflamed along the way. And for many, because they didn’t get proper treatment, their breakouts turned into severe, scarring cystic acne.

By the time these women show up in my world, they’ve been dealing with acne for ten, maybe even twenty years or longer. And though originally told “It’ll go away when you grow up,” they’ve lived an awful, alternate reality of never-ending blemishes.

To combat their acne, many resorted to birth control pills on the advice of their doctor or dermatologist. But as the years or

decades passed, they’ve wondered if prolonged use of birth control for acne is such a good idea. They’re torn about giving it up because what will happen then? Will their skin nuke if they go off?

If any or all of the above sounds familiar, this chapter is for you. Whether you’re a teenager despairing over acne, whether you get monthly breakouts or an increase in breakouts with your periods, or whether you’re on birth control pills to control your acne...

You’re going to discover three myth-busting facts to set the record straight about your hormonal acne:

1. Myth #1. “If I balance my hormones, I’ll clear my acne.”
2. Myth #2. “I can cure hormonal acne with birth control pills.”
3. Myth #3. “My Nutritionist or Naturopath recommended supplements to help balance my hormones, so that’s enough.”

Ready, set, prepare for an eye-opening!

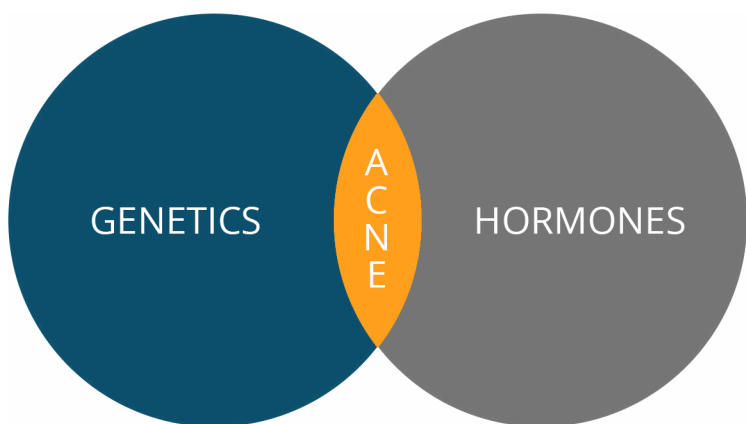
MYTH 1: “If I balance my hormones, I’ll clear my acne.”

FACT: If you remember ONE thing in this chapter it’s this – acne is a skin condition, not a hormone condition.

That’s why the idea of “all I have to do is balance my hormones and I’ll get rid of my acne” is so dangerous. It’s a false premise. And though fluctuating hormones can trigger acne, and a healthy hormone balance can help improve your skin, acne is genetic. And as you learned in the Introduction to this e-Book, a single-focus treatment – like balancing your hormones –

can’t clear your acne, because you have MULTIPLE acne triggers.

Instead, treating acne requires a comprehensive approach. To get clear, in addition to balancing your hormones, you ALSO have to avoid pore clogging ingredients in your topical acne treatments and other skincare and beauty care products, avoid foods that trigger acne, keep your stress down (yep, stress is an acne trigger), and use healthy, safe skincare regimens and supplements that promote healing.





MYTH 2: “I can cure hormonal acne with birth control pills.”

FACT: There are two problems with that statement. First, doctors often prescribe birth control pills, IUDs, implants and shots to control acne. But birth control only suppresses acne. As soon as you come off, the acne comes right back. Why? Again, acne is a genetic condition. There is no cure, only means to keep it at bay so you can stay clear.

The second problem is this. Only high-estrogen birth control pills can help acne; all others are acne triggers! Low-dose estrogen contraceptives tend to increase

androgen levels. As the pill causes estrogen to go down, androgen levels go up. And as you learned in Chapter 1, elevated androgens bind to oil glands in the skin, telling the oil gland to produce more sebum. This excess oil combines with dead skin cells, debris, and bacteria and causes pimples to form.

If you decide birth control pills are right for you, to avoid making your acne worse, ask your doctor for contraceptives that are higher in estrogen and lower in androgen potency.



MYTH 3: “My Nutritionist or Naturopath recommended supplements to help balance my hormones, so that’s enough.”

FACT: Expert nutritionists, naturopaths and other natural health practitioners have a wealth of beneficial knowledge and can help you be your healthy best in many regards. And, when it comes to healing acne, they may be able to get you moving in the right direction.

However, if they’re not acne specialists, they’ve likely not studied the myriad, interconnected ways diet, gut health, pore-clogging ingredients, supplements and herbals of every ilk, clean acne care products and regimens AND hormones must ALL be balanced

and optimized to create clear skin.

When they take the single-method approach of recommending a hormonal balancing supplement, without consideration for the plethora of other acne triggers impacting you every single day, you and they are fighting a losing battle. That’s why you often see only fleeting or little improvement by just taking a hormonal balancing supplement, or sometimes experience even MORE inflammation and breakouts. Indeed, a hefty price for your skin to pay.

SUCCESS STORY: Meet Kelly – Hormones

O no! Like so many women devoted to clearing their acne naturally, Kelly was drawn in by countless claims across the internet that DIM (diindolylmethane) is the fast path to getting rid of hormonal acne that erupts along your jawline and chin. And why not? Derived from cruciferous veggies – think broccoli, cabbage and kale – this herbal supplement seems safe enough. And bloggers everywhere promote its virtues.

Believing “I’m taking care of my hormonal acne, oh yeah, I got this!” Kelly took DIM for several months. And even though her acne was getting worse, she assumed the DIM was still helping, that it must be

something else causing her skin grief.

What Kelly didn’t realize, is that DIM supplements can inhibit production of the aromatase enzyme, which has been shown to reduce estrogen production. In turn, reduced estrogen production allows androgen levels to go up, and increased androgens stimulate sebaceous oil production – and acne flareups.

A lightbulb moment! Equipped with this new understanding, Kelly jumped into the Online Acne Program, started taking our proprietary Clove Hill supplements to balance her hormones and finally got the clear skin she longed for.

SUMMARY

The MOST important fact you learned in Chapter 1 is that acne is a skin condition, NOT a hormonal condition. While fluctuating hormones can trigger your acne, they are not the cause. You also learned that birth control only suppresses acne, it does not cure it. And though hormonal balancing is an important component, to clear your skin for good, you need a comprehensive approach that addresses ALL your acne triggers. Up next? Gut Imbalance Trigger – How an Unhealthy Gut Inflames Your Acne.

CHAPTER 2.

GUT IMBALANCE ACNE TRIGGER – HOW AN UNHEALTHY GUT INFLAMES YOUR ACNE

May I get a wee bit personal?

How's your daily BM going?

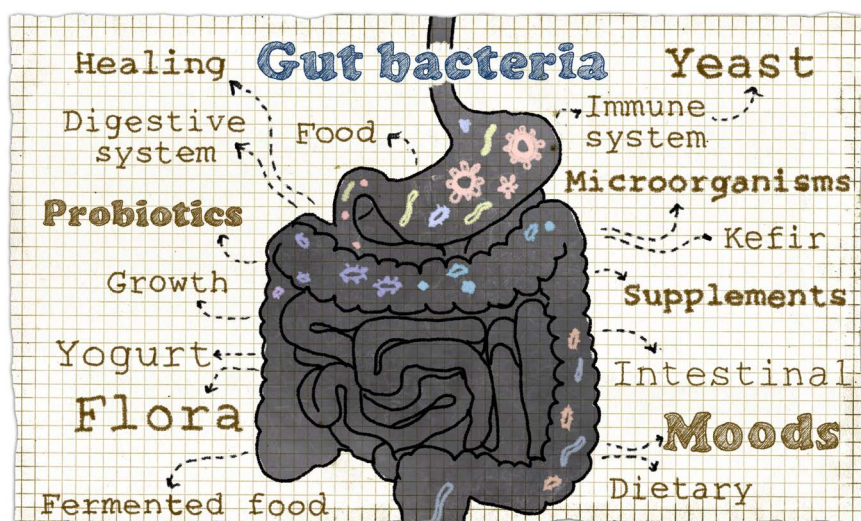
("Ohmygod, did she really just ask me that?!" You bet I did!)

Seriously. Everything coming out okay?

Here's why I'm asking.

Living inside your gut is an entire universe of bacteria – 300 to

500 million! – exhibiting nearly 2 million genes. Along with viruses and fungi, these tiny beneficial organisms make up your gut microbiome. What's more, your microbiome is unique, just like your fingerprint. Your initial microbiome was established at birth, from your mother – based on whether you came through the birth canal or she had a c-section, and whether she breastfed you or used formula.



Since then? It's primarily been influenced by what you ingest – including food, liquids, antibiotics, other prescriptions, contaminants and toxins – and your lifestyle, including your level of stress.

The bacteria in your gut line your entire gastrointestinal tract, comprised of your mouth, esophagus, stomach, pancreas, liver, gallbladder, small intestine, colon, and rectum. And these bacteria have direct impact on your metabolism, mood and immune system.

According to Dr. Lisa Ganju, clinical assistant professor of medicine at NYU Langone Medical Center, **“The gastrointestinal system is more than the body’s primary site of taking in and absorbing nutrients. This system of critical digestive organs also acts as a type of switchboard or communication center to and from the brain, and functions as one of the body’s frontlines in the fight against disease. ‘Our gut plays a major role, not only in our gastrointestinal health, but in the health and well-being of the entire body.’”**

And did you know? Your gut produces more than 90% of your body's serotonin, the hormone

that helps regulate your mood and emotions. “As we might imagine, stress can result in adverse effects on the gastrointestinal tract and the whole body. Stress can cause chronic nausea or bloating, and can be a trigger for disease flares or exacerbation of symptoms in people who have irritable bowel syndrome, inflammatory bowel syndrome, and other gastrointestinal conditions,” Dr. Ganju said.

WOW, right? (Yep, I love this topic!)

So why did I ask about your daily BM and what the heck does it have to do with your acne? That's exactly what you're going to find out in this chapter!

Whether you're bloated, gassy and constipated, whether you've ever been on antibiotics for ANY reason, or whether you're stressed and wondering if that's what's upsetting your stomach – this chapter is for you.

Now let's dig into three fascinating topics:

1. Gut Dysfunction allows toxins to pass into your bloodstream.
2. Constipation impacts your acne.
3. Powerful probiotics can rebalance your gut.

GUT DYSFUNCTION ALLOWS TOXINS TO PASS INTO YOUR BLOODSTREAM.

There is growing evidence that toxins from the gut can enter your circulation system.

And many gut dysfunctions can contribute to this problem, including the bad bacteria, improper digestion, ingestion of additives and endotoxins from beneficial bacteria, loss of liver detoxification function and more.

As explained by Joseph Pizzorno, ND, "One-third of the small molecules in the blood come from bacteria in the gut. Worse, however, is when a patient has overgrowth of particularly unhealthy bacteria, especially Gram-negative, the absorbed lipo-polysaccharides (LPS) are highly toxic with blood levels correlating with many chronic diseases... Aggravating these problems are many food constituents that, when improperly digested and absorbed and/or not detoxified by the liver, cause diverse metabolic abnormalities."

Gut imbalances commonly occur when you take antibiotics

prescribed by a dermatologist. The antibiotics wipe out good and bad bacteria, leaving you vulnerable to toxins entering your system. Previous Accutane use is also known for destroying the gut and depleting it of all beneficial bacteria; it's not uncommon for someone that has used Accutane more than once to have developed autoimmune disorders such as Crohn's Disease or Colitis.

Gut imbalance also happens when your diet is off kilter, as with our friend Jonathan, featured in this chapter's Success Story. Furthermore, as Pizzorno explains, "Eating foods with gluten grains (wheat, rye and barley) results in the release of zonulin, which opens up the tight junctions (of your gut membrane walls) allowing free entry of gut constituents."

When it comes to acne, what's the result of gut imbalance? Inflammation of your acne from gut-related toxins circulating in your bloodstream.

CONSTIPATION IMPACTS YOUR ACNE.

Here we go...the daily BM to acne link.

Constipation is one of the most common complaints in America today, with millions suffering from infrequent or frequently incomplete bowel movements. Constipation is often caused by irritable bowel syndrome, diverticulosis, medicines, diet and even genetic tendency.

When you're constipated, bad bacteria-laden feces stay in your bowel longer. The longer you're constipated, the more opportunity there is for toxins to pass the extremely thin, see-through membrane and permeate into your system.

If you've got acne, what's important for you to know is that you should be doing "#2" at least twice a day, naturally.

Like, you don't need coffee or a big push to make things go. Otherwise, consider yourself constipated, and know that you risk gut-related toxins aggravating your acne.

Diarrhea or loose BM is also common. Diarrhea can mean that your BM is watery or runny, or it can be a form of advanced constipation. Chronic diarrhea is a sign that the gut microbiome is imbalanced and that your body is not absorbing nutrients properly. Acute diarrhea can be caused by eating fatty foods or food with "bad" bacteria that cause food poisoning.



POWERFUL PROBIOTICS CAN REBALANCE YOUR GUT.

Probiotics are living microorganisms that, when taken orally, provide numerous health benefits. Though mostly comprised of beneficial bacteria, certain types of yeasts can also function as probiotics. You can take probiotics as supplements as well as eat foods prepared by bacterial fermentation, including yogurt, kefir, sauerkraut, tempeh and kimchi.

To restore and maintain optimum gut health, critical for healing your acne, choose the right probiotic!

In order to feel improvements in your gut AND help your acne, a probiotic should ideally be at least 40-75 parts per billion and contain

at least 8 different strands of beneficial bacteria. Specific strands have been scientifically proven to be helpful for acne, such as Lactobacillus and Bifidobacterium, while others are not. Therefore, not all probiotics will help acne specifically.

Keep in mind, it's not uncommon for probiotic supplements to only contain 6-10 parts per billion per day, so read labels carefully. Price is also great indicator of strength. If you've only spent \$10-20 on a bottle (with 60 capsules), then you've likely chosen a low, ineffective dose. A good quality probiotic typically costs at least \$35-55.

BOTTOM LINE IF YOU'VE GOT ACNE?

PROBIOTICS WITH LACTOBACILLUS AND BIFIDOBACTERIUM WILL QUICKLY RE-ESTABLISH A HEALTHY MICROBIOME IN YOUR DIGESTIVE SYSTEM AND HELP ERADICATE BREAKOUTS AND DIGESTIVE PROBLEMS.



SUCCESS STORY: Meet Jonathan

Jonathan was determined to have clear skin for college. A bright young man of 17, he was headed off to Dartmouth. But instead of getting better, all his efforts seemed to make his severe inflamed acne even worse.

Distraught as he was that he couldn't figure out how to heal his skin, he and his mom ruled out prescription medications, especially Accutane, as too risky. Instead, Jonathan went on a vegan diet hoping that would help, and began taking massive amounts of B12, which he previously got from eating meat. For protein, he turned to spirulina and chlorella green drinks, along with soy everything!

However, Jonathan didn't realize that the excessive B12, green

drinks and soy were wreaking havoc with his skin. And he didn't realize that it was his diet causing the severe bloating and constipation he experienced daily.

As soon as Jonathan had his 360 Complexion Analysis and started the Online Acne Program, we helped him eliminate acne-triggering foods in his vegan diet, and add fruits and vegetables, pea protein, beans, brown rice and lentils instead. Plus, we got him on a powerful, acne-safe probiotic to reduce acne inflammation, balance his gut bacteria and relieve constipation.

Jonathan was so excited! He felt 100% better inside and out, and finally got the clear skin he imagined for his new life at his dream college.

SUMMARY

In Chapter 2, you discovered that when your gut health is impaired, you risk the possibility of toxins permeating your bloodstream and inflaming your acne. Further, it's important that you keep your bowel movements regular, going twice a day, to promote gut health and reduce acne. And finally, if you're experiencing any discomfort, use a potent probiotic to restore gut health and promote clear skin. Up next? Stress Acne Trigger – Life's Ups and Downs Can Mess with Your Skin.

CHAPTER 3.

STRESS ACNE TRIGGER – LIFE’S UPS AND DOWNS CAN MESS WITH YOUR SKIN

“Why now?!!”

How many times have you said these exact words, bewailing the sight of a new breakout, when you’re already dealing with stress in your life? Final exams, moving, illness, a tough day on the job – all these situations and more contribute to acne.

Breakouts also commonly happen related to happy events. Whether it’s a big date or your wedding day, going for a job interview or to a party, the stress you feel can trigger breakouts.

Normally, stress comes and goes in a healthy manner, giving your body a chance to recover. In that case, you may see a brief sprinkling of pimples related to an isolated event.

However, when life feels like

a never-ending roller coaster ride, with all the ups, downs, curves and swerves. When you’re constantly stressed and can’t seem to catch a break, know that you’re at higher risk for recurring stress-induced acne.

Whether you’re a multi-tasking, type A stress puppy, whether you’re usually pretty chill but get caught up in the occasional upset, or whether you’re facing a serious life challenge...

This chapter is a must-read for you.

Ready? Let’s explore how:

1. Stress fits within the category of “hormonal acne.”
2. Acne mucks up your mental health.
3. Modern life makes stress – and your acne – worse.

8 Challenging Life Events that Commonly Trigger Acne



STRESS FITS WITHIN THE CATEGORY OF “HORMONAL ACNE.”

First know, you're not imagining things. Mounting research demonstrates a link between stress and acne breakouts. And here's how that happens.

When you're experiencing elevated stress, your adrenal glands (small glands located on top of each kidney) produce elevated cortisol, a hormone that helps you respond to stress and has many other important functions. It's also needed for “fight or flight,” which is a normal response to perceived threats.

However, in our fast-paced society, many of us are in constant high-stress mode. When this happens, our cortisol levels stay high, which can lead to problems such as weight gain, suppressed immune system, digestive problems, heart disease and more. Stressful situations like these can trigger stress EVEN MORE, in an escalating feedback loop that can be dangerous for your health.

Meanwhile, the increased stress you experience ALSO activates your adrenal glands to produce elevated androgen hormones. As you discovered in Chapter 1, elevated androgen hormones stimulate the sebaceous glands beneath the skin in acne-sensitive pores. The increased oil production then combines with dead skin cells, debris and bacteria, and triggers microcomedones to flare to the surface, causing an inflamed breakout.





MODERN LIFE MAKES STRESS – AND YOUR ACNE – WORSE.

If you're a woman, especially be aware. In a 2014 study published in the Archives of Dermatological Research ("Could adult female acne be associated with modern life?"), it was found that modern life presents many stresses which can aggravate acne.

Researchers found that women are especially affected by stress during their daily routine – in their jobs, taking care of the kids, their role as spouse. Women also have a higher risk of developing psychiatric

disorders such as depression and anxiety. Making things worse, lack of sleep (hey, women juggle so many things, right?) adds to stress, which in turn can negatively impact health, hormonal secretion and immunity. And let's not forget how your menstrual cycle can throw everything out of whack as well.

It's no wonder that an ever-streaming flow of heightened stress is constantly exacerbating your breakouts.

ACNE MUCKS UP YOUR MENTAL HEALTH.

It's hard to show a happy face to the world when you're dealing with new breakouts day in and day out. Sometimes, you can feel so bummed out, you skip going out with friends, ditch an audition or avoid a networking event.

And let's not forget the aching disappointment that arrives after yet another failed acne treatment. Starting from scratch, trying to figure out another treatment can be debilitating.

If you ever feel this way, you're not alone. Scientists from the University of Calgary found a compelling connection between acne and depression after analyzing 26 years of patient records from a primary care database in Great Britain. They discovered that people with severe acne have a whopping 63% increased risk of developing depression compared to people with clear skin.

THE GOOD NEWS? THIS SAME STUDY ALSO DISCOVERED THAT, AS PEOPLE CLEARED THEIR SKIN, THEIR MORALE SKYROCKETED. DEPRESSION EASED, ANXIETY DISAPPEARED, LIFE WAS FUN AGAIN.

If you're feeling stressed out by your acne, take heart. Once you unmask the hidden triggers aggravating your acne and take the right steps to get clear, you too can finally forget about your skin. And start enjoying the acne-free happiness and good times you deserve.



SUCCESS STORY: Meet Jessi

"So a friend who sometimes gets super stressed and starts breaking out was asking me about how to treat acne and..."

Just kidding. The "friend" is me! But maybe you can relate? Sometimes it's really hard to admit that stress is having its way with us. It can seem so uncontrollable at times and manifests in endless variations. And what can be super stressful to me might be a "Why the heck is she complaining about that?!" no brainer for you.

Keep in mind, as I'm writing this for you, a great big blemish popped out on my chin two days ago.

Even though I absolutely love being an entrepreneur and running two businesses – and keep my "I wanna help everybody get clear!" vision ever before me – sometimes it can be stressful. Thank God, though, for my husband, Clear Skin Coaches and the rest of my team who are helping me. It definitely takes a village to bring the promise of clear skin to people worldwide. It also, it seems, takes a couple

of heaping spoonfuls of Godiva chocolate pudding before bedtime every night.

Yep. Stress can cause stress eating. I adored chocolate pudding when I was a kid. I've definitely upgraded since the little peel-back-the-top snack packs, but the instant Godiva brand requires dairy when you make it (and as you're about to discover in Chapter 4 – dairy is an acne trigger). Otherwise it won't work. However, I'm willing to indulge. I'll trade a blemish for the emotional lift during these stressful days!

What's more, this is one of the benefits of knowing what really is triggering your acne. You can consciously choose to sacrifice a breakout for a bit of pudding:)

But how do I keep my skin from going crazy when I'm stressed? By keeping in mind – always – that I have the choice to reframe what's challenging me. To pause for a moment. Take a deep breath. Have a conversation with stress! Ask "What's really going on? Is this truly a big deal? How can I reframe this situation into a more positive outlook?"

The other survival skills I've harnessed are meditation and yoga. For me, they're like putting deposits into my RELAX account, that I can draw on whenever stress threatens to overwhelm me. Meditation and yoga are my lifelines back to calmness and focus.

So that's my story. What about you? What's causing you stress right now? Do you suspect stress is triggering your breakouts? What exercises, breathing techniques or mindset shifts help you bring greater calmness into your life?

Waiting for you inside your answers may well be the key that helps keep your stress under control – and your acne at bay.

Please remember, stress breakouts happen to the best of us and really can't be controlled. Even the graduates of our Online Acne Program have the occasional stress breakout; they're simply a part of life. The difference is, our graduates have learned the skills and have the "tools" to heal breakouts quickly after they surface. And by reading Acne Secrets, you're getting in on these same invaluable strategies.

SUMMARY

In Chapter 3, you learned how stress can take a toll on your skin. When you're constantly stressed, elevated androgen hormones stimulate your sebaceous glands to increase oil production, which results in inflamed breakouts in acne-sensitive pores. You also discovered that our go-go-go society contributes to stress as well as acne-related depression. However, once you get acne under control and your skin starts healing, you can expect stress to ease and to enjoy more happiness. Up next? Diet Acne Trigger – "Good for You" Foods that Trigger Your Acne.

CHAPTER 4.

DIET ACNE TRIGGER – “GOOD FOR YOU” FOODS THAT TRIGGER YOUR ACNE

If I had to guess, you probably give LOTS of thought to the food you eat. Researching and experimenting with what's best for your body, so you can stay healthy and energized.

Maybe diet books or cookbooks are your thing. Maybe you seek advice from your doctor, nutritionist or weight management coach. Perhaps you're passionate about delicious cultural influences in your diet, or simply adore your favorite comfort foods. Here's the tricky thing.

If you have acne, some of the “rules” about what's good for you don't apply.

Some of the foods you swear by and have loved for a lifetime may be undoing all your efforts to clear your skin. The fact is, no matter what you might've heard, research demonstrates there's a link between the food you eat and acne. And so, whether you're a super “clean”, GMO-free, all-

organic devotee, whether you're a meat and potatoes lover, OR whether you're a got-no-time-grab-and-go-whatever's-available fan... Listen up! This chapter is for you ;)

You're about to discover three popular “good for you” foods that are aggravating your acne-prone skin, and what to choose instead. And here they are:



ACNE TRIGGERING FOOD

#1 – SEAFOOD

It's well-documented that seafood is a lean, high-quality protein, high in minerals, nutrients and omega-3 fatty acids.

However, if you want to get rid of your acne, say “See yah later, seafood.”

I realize that the health benefits are hard to ignore. And if you love sushi rolls, a shellfish bouillabaisse or blackened tuna, this decision might feel like a dagger to the heart. But if seafood is a regular staple in your diet, trust me, it's doing way more harm to your skin than you realize.

Here's why.

Seafood is naturally high in iodine. On the positive side, iodine is a micronutrient that's essential for the production of thyroid hormones. These are critical for energy metabolism and growth, as transmitters of nervous stimuli, and are an important factor for brain development. Because our bodies can't synthesize it, our

primary source of iodine is through diet via consumption of foods that have been fortified with iodine, like table salt, cow's milk and cheese, and foods naturally abundant in the micronutrient, such as seafood.

But if you've got acne – beware. Once iodine enters the bloodstream, any excess is excreted through the oil glands, which in turn irritates the pores and causes acne breakouts. As you continue to consume seafood (along with other common foods high in iodine), you're perpetually aggravating your skin and contributing to your breakouts.

Your best solution? Skip the seafood. Chances are excellent you're already getting sufficient iodine from foods like asparagus, broccoli, onions, corn, spinach and tomatoes, which get their iodine from the soil in which they grow. Craving a healthy, non-acne-triggering protein? Try organic chicken, lentils and beans.

Your skin will thank you!

ACNE TRIGGERING FOOD

#2 – GREEN POWDERS

Smoothies and green drinks can be so addicting! Delicious and easy to make, there are endless ways to combine your favorite fruits, greens and liquids into a healthy snack or meal.

Two popular green smoothie additions are spirulina (i.e., blue green algae) and kelp. Spirulina is a good source of protein, and both are nutritionally-dense “superfoods” from the sea that contain a plethora of vitamins and minerals. Formed into powders, they’re easy to add whenever you whip up a smoothie or green drink. The problem is, if you’re struggling with acne, spirulina and kelp are big no nos. Just like seafood, the culprit is the iodine.

As noted above, iodine can wreak havoc with your acne. So, for the sake of your skin, stick to kale, spinach, romaine, bib, butter and other fresh greens for your smoothies. And if you’re looking for a protein boost, try organic pea powders. They’re mild in taste, perfect for smoothies and come in different flavors including vanilla (my fave) and chocolate.



ACNE TRIGGERING #3 – SOY

Here's why you may be tempted to eat soy. It's a great source of plant protein and boosts your fiber intake, which is important for a healthy gastrointestinal system. It contains omega-3 fats, and is a good source of vitamins and minerals.

Here's the not so good news.

Soybeans are high in phytoestrogens – naturally-occurring plant compounds that are structurally and/or functionally similar to estrogen. When phytoestrogens enter the body, the body's estrogen receptors treat them as if they were estrogen.

Phytoestrogens can disrupt the body's hormonal balance by decreasing estrogen production. Like a teeter totter, as estrogen levels go down, androgen production goes up. In turn, elevated androgens bind to oil glands in the skin, telling the oil gland to produce more sebum. This excess oil combines with dead skin cells, debris and bacteria, and causes pimples to form. You see the results with skin irritation, redness—and acne.

Plus, it's hard to escape soy's impact!

In addition to soy milk, tofu and tempeh, NIH research states that “soy is found in upwards of 60% of processed foods. Textured soy protein (50–70% soy protein) is a meat substitute found in hotdogs, hamburgers, sausages and other meat products while soy protein isolate (90% soy protein) is used to enrich energy bars, sports drinks, infant formula, cereals, granola bars, imitation dairy products, ice cream, cheese and even doughnuts...It also contains upwards of 100 or more phytoestrogens.”

The bottom line?

PHYTOESTROGENS FOUND IN SOY CAN DISRUPT YOUR HORMONAL BALANCE, WHICH IN TURN CAN LEAD TO ACNE FLARE UPS, ESPECIALLY ALONG YOUR JAWLINE AND CHIN. IF YOU WANT TO GET RID OF YOUR ACNE, CHECK ALL FOOD LABELING CAREFULLY AND AVOID SOY IN ALL ITS FORMS.

SUCCESS STORY: Meet Anna

Anna was so excited! Her dream of clear skin for her wedding – and all those photos – was coming true right before her eyes. Her moderately-inflamed acne was under control and, at about 80% through her Online Acne Program, she was cruising to a beautiful finish.

Then she got a phone call. A family member had passed away and Anna went to Ohio to spend the weekend with her grandmother. But, oh dear. Grandma loved cooking everything with milk, cream, cheese and tons of salt.

And that's how Anna discovered her primary acne trigger. She was originally informed in her 360 Complexion Analysis that, although multiple triggers could be impacting her skin, one or two

primary triggers would eventually reveal themselves in a big way.

How did Anna find out? Like for most clients, a little cheating did the trick. After a weekend away, Anna had two or three major breakouts on her cheeks, and she knew exactly why. Grandma's home cooking! After her misstep, Anna cleaned up her diet and got the radiant clear skin she desired for her wedding.

For sure, it was a painful lesson to see big blemishes popping out 48 hours after an indulgence. But what's most important is that Anna made the connection. Once you discover your primary acne trigger, going forward, you can make a conscious decision about whether the ice cream cone or super cheesy noodles you crave are worth the price of a breakout!

SUMMARY

In Chapter 1, you learned that your acne can be triggered by the foods you eat, even “good for you” foods such as seafood, green powders and soy. To keep your skin safe and reduce your breakouts, eliminate these foods from your diet. In case you're wondering, YES, there are many other foods that trigger acne, but these three will provide a great start to your acne clearing journey. Up next? Acne Instigator – The Sneaky Surprise of Pore-Clogging Ingredients.

CHAPTER 5.

ACNE INSTIGATOR – THE SNEAKY SURPRISE OF PORE-CLOGGING INGREDIENTS

Ahhh... The heavenly scent of your favorite fruits and florals permeate your favorite shampoo and conditioner, lotions and creams. You love the silky texture and the lift to your spirits every time you use them.

I hate to interrupt this reverie but I've got some bad news.

Pore-clogging ingredients are sneaking into your favorite topical skincare, haircare, makeup, laundry detergents and other beauty and health products and causing your skin grief.

In fact, almost ALL personal care products – even acne care products – contain at least one (if not several) of the 125+ ingredients known to clog pores.

From seemingly harmless flower and fruit-derived ingredients found in nature, to synthetic chemicals found in

industrial cleaners, the problem is so insidious, we keep a comprehensive list of the worst offenders to help defend our clients.

So whether you're an avid skincare products bargain hunter, whether you're an all-organic addict, or whether you buy only the most deluxe products...

You're going to be surprised by what you discover in this chapter.

Here's what we're examining:

1. How pore-clogging ingredients aggravate your acne.
2. Why pore-clogging ingredients are in your skincare products.
3. Three big-time pore-clogging ingredients to avoid.

Ready to unplug the truth?

Let's begin.

HOW PORE-CLOGGING INGREDIENTS AGGRAVATE YOUR ACNE.

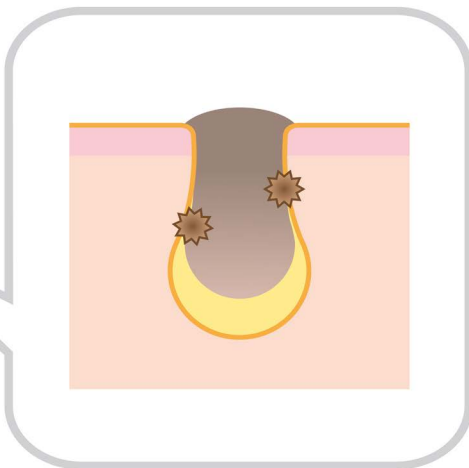
Remember in the Introduction to *Acne Secrets* we talked about **retention hyperkeratosis**?

This is when your skin's natural shedding process – of new skin cells being “born” in the deepest layer of your skin, moving to the surface, being pushed from behind by newer cells, and flaking off once they reach the surface – goes awry.

As we noted, your acne-prone skin is perpetually clogging itself because it produces up to 5x more dead cells than normal. And

the excess dead cells stay stuck on the skin's surface and clog your pores. The resulting plug, mixed with oil, forms a blackhead. When infected with bacteria, a blemish occurs. And guess what...

When pore-clogging ingredients are in the topical products you slather on, in shampoos that wash over your face and body, and in the makeup you wear, it's like you're blanketing your pores and allowing even MORE dead skin cells and bacteria to accumulate. No wonder your acne gets worse!



WHY PORE-CLOGGING INGREDIENTS ARE IN YOUR SKINCARE PRODUCTS.

While some of these offending ingredients can be harmful and irritating, others are temptingly healthful.

For example, olive oil and avocado oil are popular choices in skincare formulations. They have wonderful moisturizing and hydration benefits, especially for aging skin. Their antioxidant powers help heal dry, irritated and flaky skin associated with eczema and psoriasis. They may even aid in wound healing.

However, they're not good for skin with acne!

Excited by the health benefits, acne sufferers often inadvertently use skin and hair products with “nutritious” ingredients, not realizing they’re making their acne worse in the process.

In other instances, pore-clogging ingredients are included because they serve a specific purpose, like creating lather in soaps and

shampoos. People associate “cleansing” power with lather, so it’s rather addicting. What they don’t realize, however, is what makes their favorite product so bubbly is doing damage every time they use it.

The biggest lather-related culprit?

Sodium laureth sulfate (SLES) and its chemical cousin, Sodium Lauryl Sulfate (SLS). They lurk everywhere!

Emulsifiers and foaming agents, they’re present in most shampoos, conditioners, soaps, body washes, toothpastes and even household and commercial cleaning products. And while the lather they produce may feel like a treat when you’re showering, the chemical-infused suds are clogging your acne-prone pores as they stream down your face and chest, and across your neck and back. Ouch.

Itching for more examples? Here you go...

THREE SNEAKY PORE-CLOGGING INGREDIENTS TO AVOID.

Knowledge is power. And you deserve to make an informed choice for your skin. That's why, for each of the following ingredients, we've equipped you with essential facts. And though you may love some of these ingredients, know they may adding to your acne woes!

Again, there are more than 125 known pore-clogging ingredients commonly found inside topical acne care, skincare and beauty products. But knowing about these Big Three (along with SLS

and SLES) will help you avoid them in future purchases.

Know this too. Skincare ingredients are rated 0 to 5 on the Comedogenic Scale. A rating of 0 means non-pore-clogging. A 1 rating means there's a slight chance the ingredient will clog your pores. A 2 rating indicates that SOME people will begin noticing clogged pores. And so on up the scale until you reach 5, which practically guarantees you're going to break out if you use that ingredient.



PORE-CLOGGING INGREDIENTS TO AVOID ASAP

Coconut Oil

Coconut Oil is extracted from the fleshy, edible interior of coconuts. While there's mixed evidence with respect to its benefits, the essential fatty acids and antioxidants in coconut oil appear to increase immunity and stimulate metabolism when consumed orally. It's also increasingly popular in hair care and skin care products as a cleanser and moisturizer. Moreover, the Lauric Acid found in Coconut Oil has antimicrobial properties.

The Harm It Does:

While Coconut Oil's (rated "5" on the pore-clogging scale) anti-microbial properties may seem beneficial as an anti-acne aide, Lauric Acid on its own is highly pore-clogging! Moreover, Coconut Oil's thickness makes it hard to absorb – as it sits on top of the skin, filming your pores, it allows bacteria and dead skin cells to collect, fester and aggravate your acne.

Recommendation:

Keep Coconut Oil away from your acne-prone skin. Be cautious using it on your hair so it doesn't accidentally rub or wash off onto your skin.

Seaweeds and Algae

From the ocean depths come a bounty of seaweeds and algae used in personal care products. Their extracts and powders can be a rich source of vitamin B12, vitamin E, amino acids, minerals, trace elements and other nutrients. Seaweed extracts and powders are used as cleansing and exfoliating agents in toothpastes, face masks, body wraps, soaps, shampoos, conditioners, body scrubs, bath powders and more.

The Harm They Do:

Rated "5" on the pore-clogging scale, seaweed and algae extracts penetrate the skin pore and accelerate the growth of microcomedones, or pre-acne. They're also high in iodides, which can irritate pores, and even trigger inflammation and the formation of pustules.

Recommendation:

Got acne? AVOID all forms of seaweed and algae in your topical products!

Acetylated Lanolin

Used for 8,000 years as a moisturizer and waterproofing agent, lanolin is a waxy, sebaceous secretion isolated from sheared sheep's wool. Acetylated Lanolin is a chemically-modified form of lanolin. It's used in a wide variety of products to maintain the water content of your skin, and provides softness and moisturization in cosmetics, baby products, hand lotions, cleansers, lip balms, shaving and nail care, hair care and sunscreen products.

The Harm It Does:

Despite its benefits, Acetylated Lanolin (rated "4") is a problem for acne-prone skin. It can clog pores, aggravate acne and be a skin irritant for those sensitive or allergic to wool.

Recommendation:

Keep Acetylated Lanolin away from your acne-prone skin!

SUMMARY

In Chapter 5 you discovered that many pore-clogging ingredients lurk inside your acne care, skincare and beauty products. You also learned that, despite their healthful benefits, ingredients like coconut oil, seaweeds and algae, and acetylated lanolin can worsen your acne. To protect your skin and help the healing process, check labels! Do your existing products contain these ingredients? Stop using them. And when you're shopping online or in a store, avoid these ingredients in new products you buy. Up next? Acne Instigator - How Regimen Devotion Perpetuates Your Acne

CHAPTER 6.

ACNE INSTIGATOR - HOW REGIMEN DEVOTION PERPETUATES YOUR ACNE

Usually we think of devotion as a positive trait. Devotion to loved ones and pets, to our favorite community or tribe or to our work make sense. Devotion to a cause, like protecting Mother Nature or teaching adult learners to read, bravo! Devotion can be a humorous too, like a preteen's slavish adoration of a favorite boy band.

Most of us were taught at a tender age to "Stick it out and follow through" no matter what. And so we do our best to follow that rule. Sometimes, however, such devotion can lead us astray.

WHEN IT COMES TO CLEARING YOUR ACNE, FOR EXAMPLE, DOGGEDLY STICKING TO ONE SKINCARE REGIMEN OR TREATMENT CAN ACTUALLY PERPETUATE YOUR ACNE.

So, whether you swear by skincare brand you've always used, whether you're under the care of a dermatologist or healer, or whether you love trying every new "latest and greatest" product that comes on the market...

Take note! This chapter is PIVOTAL to your acne clearing success.

Here are three things you're going to discover:

1. Why your skin is like a muscle and why it matters.
2. What it REALLY takes to change up your regimen so it improves your skin.
3. You must keep up the challenge for 90 days

WHY YOUR SKIN IS LIKE A MUSCLE AND WHY IT MATTERS.

Surprise! Building muscles and acne care have something critical in common.

See if you can detect the key factor in this spot-on description from Josey Greenwell, a fitness trainer at Barry's Bootcamp in New York City:

"Initially, you need consistency to see where you stand and to track your progress, but ultimately your muscles need confusion in order to continue to grow. The longer you do a single move, the more

your muscles become used to it. Over time, that adaptation means you'll stop seeing gains in the mirror."

What's the common factor?

You guessed it - ADAPTATION.

Just like your muscles adapt to a new routine within a few weeks and stop improving, your skin will adapt to a new acne clearing regimen after 2 or 3 weeks and stop responding.



1-week




2-weeks



3-weeks

ADAPTATION





That's why the one-size-fits-all remedies, antibiotics and topical prescriptions you take seem to make a difference for a little while, then stop working.

It's not you, you didn't do anything wrong. It's just that your skin has adapted. It's no longer challenged to react.

***IF YOU WANT TO
CLEAR YOUR ACNE,
IT'S IMPERATIVE
YOU SWITCH UP
YOUR REGIMEN ON
A REGULAR BASIS
TO KEEP YOUR SKIN
GUESSING.***

WHAT IT REALLY TAKES TO CHANGE UP YOUR REGIMEN SO IT IMPROVES YOUR SKIN.




**What does it mean to change up your regimen?
Here's the straight scoop:**

Every two weeks introduce:

1. Increased concentrations of existing beneficial acne treatments and skincare regimens, and/or...
2. Vary the frequency of existing acne treatments and/or skincare regimens and/or...

3. Introduce NEW products and/or skincare regimens.

***THIS IS HOW YOU “CONFUSE”
AND CHALLENGE YOUR SKIN,
AND ENSURE YOUR SKIN
CONTINUES TO STOP THE
FORMATION OF NEW ACNE AND
HEAL WHAT’S ALREADY THERE.***



*WHEN IT COMES TO SUCCESSFUL
ACNE TREATMENT, THIS
STRATEGY IS PIVOTAL. IN FACT,
IT'S THE FOUNDATION OF OUR
PROVEN 95% SUCCESS RATE
WITH OUR CLIENTS.*

It's also, frankly, almost unheard of outside our doors.

Commercial acne care brands and dermatologists either ignore or are unaware of this truth – likely because it requires personalization for every individual – which helps explain why so many people continue to needlessly suffer the indignity and pain of acne.

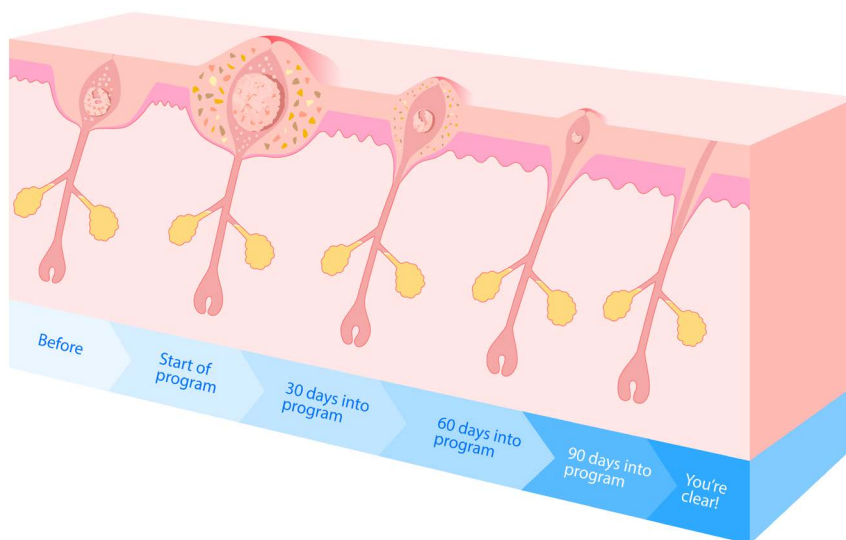
YOU MUST KEEP UP THE REGIMEN CHALLENGE FOR 90 DAYS.

Here's why:

Acne forms under the skin for up to 90 days before you see it surface. So even if you started the BEST acne clearing routine in the world TODAY, acne that already started forming today still has to work its way up and out through your skin.

That's why challenging your skin throughout this 90-day period is VITAL. It's how you:

- Clear acne that's already forming, below the surface where you can't see it.
- Prevent NEW acne from forming.
- Break the acne cycle.





Yes, on your own, it can be daunting to dial in this process for your unique skin. However, once your skin starts responding and improving on a consistent basis, you'll be excited to keep up the pace.

***AND, I GET IT. CREATING
AND STICKING TO A SKIN-
CHALLENGING REGIMEN LIKE
THIS IS EASIER SAID THAN DONE..***

That's why, at Natural Acne Clinic, our expert Clear Skin Coaches guide our clients every step of the way – hand-selecting products and regimens based on their unique blend of acne triggers – to keep them safe, confident and clearing through their 90-day “break the acne cycle” journey.

SUMMARY

In this chapter, you discovered the crucial role that challenging your skin plays in eliminating your acne. You also learned that changing up your regimen every two weeks – via product alterations and additions – is key to clear skin success. And that it's vital you continue challenging your skin for 90 days in order to finally break the acne cycle. Up next? Bad Habits, Good Habits and the Challenge of Change.

CHAPTER 7.

BAD HABITS, GOOD HABITS AND THE CHALLENGE OF CHANGE

May I be frank?

In *Acne Secrets*, you've discovered a bounty of myths surrounding acne and the means to combat it.

You've also learned:

- Acne can't be cured, it can only be kept at bay with the right products, regimens and lifestyle habits.
- That it's essential you pinpoint and address your acne triggers to keep them from aggravating and perpetuating your breakouts.
- There's a 90-day, biologically-driven period of challenging your skin so you can finally break the acne cycle and achieve clear skin for good.

But what are you going to do with this information? You have some life-changing choices to make if you want to get rid of your acne and achieve clear skin.

Did you know, many of your choices have to do with habit?

In Charles Duhigg's brilliant book, *The Power of Habit: Why We Do What We Do in Life and Business* he states, "Habits are powerful, but delicate. They can emerge outside our consciousness, or can be deliberately designed. They often occur without our permission, but can be reshaped by fiddling with their parts. They shape our lives far more than we realize—they are so strong, in fact, that they cause our brains to cling to them at the exclusion of all else, including common sense."



Because habits can exert such power, when it comes to healing your acne, it's essential you take a keen, objective assessment of your habits. Which habits support healing your acne? Which detract? How can you adopt new habits that help you achieve clear skin AND keep it that way?

Whether you're super skeptical about acne care because of all the broken promises you've experienced to date, whether you've tried everything under the sun and you're nearly ready to give up hope, or whether you feel it in your soul that "Yes, dammit, I can have clear skin!" ...

I'm talking to YOU. And I'm going to share what it really takes – habit-wise – to get clear skin.

Here's what's in store:

1. Four "bad" habits that undermine your skin.
2. Four winning choices that add up to transformative change.
3. Truth bomb – how committed are you to clear skin?

Ready for the lowdown?
This. Is. It.

FOUR BAD HABITS THAT UNDERMINE YOUR SKIN.

Just so you know, the only reason I'm bringing up these "bad habits" is to put them on your radar screen. No judgement! Just in case you're struggling with these habits, I want you to be aware and equipped to make a positive change.

So far in *Acne Secrets*, you've discovered an abundance of habits that, if imbibed, can perpetuate your acne, including:

Bad Habit #1 – Depending on low-dose birth control pills, or assuming you simply need to "balance your hormones" and that's enough (Chapter 1).

Bad Habit #2 – Eating foods you have a sensitivity to, depending on antibiotics to control your acne, allowing constipation to be your "normal" bathroom routine (Chapter 2).

Bad Habit #3 – Allowing stress to get out of hand, not doing enough self-care, especially when you're facing difficult challenges (Chapter 3).

Bad Habit #4 – A love for seafood, green powders and other iodine-rich foods, as well as soy (Chapter 4).

YES! There are MORE bad habits that impact your skin – way too many for this e-Book.

However, I do want to highlight the MOST common, deceptive and ineffective habit of all...

Spot-treating your acne after it's erupted.

So often people get hung up on trying to fix what they see in the mirror. Applying acne-drying topicals to pimples. Scrubbing blackheads. Extracting plugs. Injecting painful cysts.

Yes, it's absolutely understandable that you'd want to speed-heal unsightly blemishes as fast as possible. Yes, there's a place for this in your acne care arsenal.

However...

By focusing on spot treatments, you're failing to address the ROOT cause of your acne.

As you discovered in the Introduction, acne forms under the skin up to 90 days before you see it surface. You also learned in Chapter 3 that your acneic skin is prone to self-clogging, a genetic trait that can't be cured.

By only spot-treating what you see on your skin's surface, you're never going to prevent or control what's going on underneath – *where the trouble starts*. And breakouts will continue to bloom, unchecked, along with your misery.

What to do instead?

To FINALLY break the cycle of your never-ending acne, remember, you need to continually treat and challenge your skin for at least 90 days. And use your acne products daily on your FULL FACE or LARGE AREAS (such as your forehead, chin or back) – even when you're NOT breaking out.

That way, pre-acne lurking deeper in the skin can be “dissolved” before it surfaces. And you can help prevent new acne from forming in the first place.



4 WINNING CHOICES THAT ADD UP TO TRANSFORMATIVE CHANGE.

If you're absolutely committed to clearing up your acne, adopting healthier lifestyle habits will support your clear skin quest!

We've covered the basics in the prior chapters, but let's gather up your choices here so you have the full picture:



Yes, it takes effort to put these new habits into motion. It takes willpower to stick to them, especially when it might mean giving up some of your favorite foods or personal care products! Plus, you may be wondering, *"Will doing those things really make a difference?"*

As Charles Duhigg confirmed...

"Small wins are exactly what they sound like, and are part of how keystone habits create widespread changes. **A huge body of research has shown that small wins have enormous power, an influence disproportionate to the accomplishments of the**

victories themselves. 'Small wins are a steady application of a small advantage,' one Cornell professor wrote in 1984. 'Once a small win has been accomplished, forces are set in motion that favor another small win.' Small wins fuel transformative changes by leveraging tiny advantages into patterns that convince people that bigger achievements are within reach."

When it comes to adopting foundational new habits to create clear skin, know that each of these "best practice" choices has a role to play. And step by small step, day by day, vigilant implementation will help you eliminate acne from your skin and life.



TRUTH BOMB – HOW COMMITTED ARE YOU TO CLEAR SKIN?

Imagine for a moment...

After struggling for years.
After experiencing countless heartbreaks big and small because acne held you back in life...

You're finally FREE.

Your skin is CLEAR.

How would it feel to wake up each morning, look in the mirror and see smooth beautiful skin?

What would that mean for you at work? When seeking your next promotion? Or going out with friends or on a date?

Think about how precious that confident, delighted feeling would be.

Just imagine and breathe it in.

But what happens AFTER you clear your skin?

Have you thought of that? You should! Envisioning and planning

ahead how to keep your skin clear once you've achieved this goal is an important element in your ultimate success. And you basically have two choices.

You can:

(A) Continue to embrace the healthy habits that got rid of your acne and enjoy clear skin for life.

OR...

(B) Not quite commit. Take shortcuts. Skip a few supplements, then a few more. Skip a few days of your regimen here and there. And quickly end up back in Acneville.

We call this the "Challenge of Change" and our own clients illustrate this choice perfectly.

After investing significant time and energy eliminating their acne – 70 to 80 percent of all our clients CONTINUE to enjoy clear skin for two reasons:

1. They understand there's no cure for acne BUT know they can get and stay clear.
2. They continue to protect their skin (and investment!) by committing to healthy choices – regarding products, supplements, diet and regimens – that support their acne-prone skin.

Moreover, based on what they learned in their customized Online Acne Program, they recognize that daily maintenance – though now much easier – is a daily commitment, just like brushing and flossing your teeth. Because they respect their investment and life-changing accomplishment, they embraced a healthier lifestyle that supports radiant skin and helps them feel and look fantastic.

What about the other 20 to 30 percent of our successful clients?

You've heard the expression "You can lead a horse to water but can't make them drink"?

Same goes for these clients. Believe me, we LOVE them dearly and do everything possible to support them. Yet, despite our best efforts, they trip down one of two tracks:

THE FIRST SELF-SABOTAGE TRACK IS "I'M CURED! I DON'T NEED TO DO ANYTHING MORE."

Oh no!! We tell our clients over and over "Acne is a genetic condition. Although there's no cure, *you can get clear*. You'll always have it. You must treat it continuously to keep it bay."

Sadly, however, with an "I'm cured" mindset, these folks believe their skin is now invincible. They revert to former food and lifestyle habits. They drop the skincare products that got them clear. Then, the breakouts come. And they're so bummed because now they need to start over to get clear again.

THE SECOND SELF-SABOTAGE TRACK IS "THEY JUST WANT TO KEEP SELLING ME STUFF I DON'T NEED."

I'll admit, this one really tears at me. How do you alleviate such determined skepticism?

Inevitably, people in this camp who stop doing what they learned and forgo using the maintenance products we recommend (or any maintenance for that matter), discover to their horror that their acne is soon back.

In fact, it's not unusual for me to receive a few emails a week from my graduated "invincibles" and "skeptics" to the tune of "Help! I realize now you meant every word you said! Help me get my clear skin back. What do I have to do?"

Absolutely, me and my team help them fast track right back to clear skin. But why make it so hard?

And this my friend, is the Challenge of Change.

It's pretty simple and straightforward to clear your acne when you follow our formula.

Not easy – there's work to do – but simple and straightforward.

Plus, it takes patience, commitment and action. Teaming with an expert acne specialist who can guide you every step of the way. And CHOOSING to build this new "muscle group" into a habit that changes your skin and life.

As Mr. Duhigg said, "This is the real power of habit: the insight that your habits are what you choose them to be."

When it comes to clearing your skin, the choice for change really is yours.

SUMMARY

In Chapter 7, you learned how your choices, for better or worse, are influenced by habit. And that, if you commit to meaningful, daily steps – like avoiding pore-clogging ingredients and acne triggering foods – these small wins add up to transformative change you can see in your skin. You also got the low-down on what it takes to maintain clear skin. Accepting that, once healed you'll need to commit to consistent, daily skincare and lifestyle changes that support your achievement. What's next? The Solution - Time to Get Clear and Stay Clear.

CHAPTER 8.

THE SOLUTION - TIME TO GET CLEAR AND STAY CLEAR

Congrats!

By diving into Acne Secrets, you've tackled the key myths surrounding acne – myths that keep you suffering needlessly.

You've also discovered that since acne is a genetic condition, there's no cure. And you've come to understand that a one-product or one-med at a time

approach can't eliminate your acne.

HOWEVER, healing and clearing your acne is within your grasp!

No matter how stubborn or severe or how long you've had acne. No matter your special blend of acne triggers. No matter what you've been told, experienced or tried.



YOU ARE NOW EQUIPPED TO MAKE EMPOWERED CHOICES ABOUT YOUR SKIN.



**In fact, with this e-Book,
you have a clear-cut, proven
pathway to:**

- (1) Rebalance your hormones for faster acne healing.
- (2) Restore your gut to health AND help heal your acne.
- (3) Manage stress to keep it from triggering breakouts.
- (4) Eliminate three of the most pernicious acne-aggravating foods.
- (5) Eliminate sneaky pore-clogging ingredients from your skincare and beauty products.

(6) Because your skin adapts to any new regimen, you now know you (1) need to “confuse” and challenge your skin every two weeks over a 90-day period to keep new acne from forming and to heal what’s already there. And (2) enlisting a skincare expert to guide is vital to your success.

(7) Be aware of your choices and habits, which can make ALL the difference between never-ending breakouts and finally achieving the gorgeous skin you dream of.

***BOTTOM LINE? YOU HAVE THE
POWER AND THE CHOICE TO
BEGIN HEALING YOUR ACNE,
STARTING TODAY.***

Take what you’ve learned in Acne Secrets to heart. Take stock of your practices and habits relative to what I share. See where you can make improvements in your diet, supplements, products and skincare regimen. And finally begin to experience what it’s like to be on the RIGHT path to clear, beautiful skin.

WONDERING WHAT'S NEXT?

If you've been struggling way too long
with your acne...

If you're done with the broken promises and
disappointments of all you've tried so far...

If you know through and through
you deserve clear, beautiful skin...

Take one small step and change your skin forever!

When you book a 360 Complexion Analysis with one of our expert Clear Skin Coaches, you discover how to implement a safe, natural, whole body approach to clearing your acne.

Yes, you can do what you learned inside Acne Secrets yourself. But...

Maybe you're tired of DI'ing?

And want to talk with someone who listens and cares deeply. Someone who has the answers. And who can make clearing your skin infinitely more successful, reassuring and empowering. So, gather up your questions, concerns and excitement. Book your session, and...

**GET READY FOR AN EYE-POPPING DISCUSSION
ABOUT HOW TO HEAL YOUR SKIN,
PLUS A PERSONALIZED ACNE TREATMENT PLAN
SO YOU CAN START HEALING RIGHT AWAY.**

I WANT CLEAR SKIN!

One Payment
\$55 USD

Here's how the Online Acne Consultation works:

- ✓ [Click here now and book your session.](#)
- ✓ Upload 3 photos of your skin and complete the Health Questionnaire (takes just ten minutes).
- ✓ Your Clear Skin Coach reviews your results with you and creates your personalized Acne Clearing Treatment Plan.
- ✓ Ask any questions you like about our Online Acne Program, and see if this "A-to-Clear" coaching program is the best solution for your acne.
- ✓ Receive a personalized Acne Clearing Treatment Plan so you can get started on the path to beautiful skin that you love.

Click the button and get started today >>>

I WANT CLEAR SKIN!

One Payment
\$55 USD

P.S. I'm here to change your skin and life. And I firmly stand behind the integrity and value of our acne programs. So here's the deal. If for any reason you're not fully satisfied with your Online Acne Consultation, I'm happy to refund your money. No questions asked. And your Acne Clearing Treatment Plan is your gift to keep. Xoxo



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