

# ATOMY BODY LOTION





## What Is Lotion?

A thick, smooth liquid

Designed to be applied to the skin to prevent dryness in the skin.

Used as a moisturizer to treat or prevent dry, rough, scaly, itchy skin and minor skin irritations

Why body  
needs  
moisture

## Moisturizing Helps Skin Stay Young

- Skin is very sensitive to environmental changes and are the most frequent areas of the body known to develop skin cancer.
- Areas of skin also shed cells more rapidly than other parts of the body
- These need moisture to repair itself, which allows for younger skin cells to rise to the surface.
- The massaging affect that is used when applying lotion helps stimulate blood circulation and new cell generation.

## Why body needs moisture

### Moisturizing Reduces Skin Problems

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- Moisturizing everyday can reduce the chance of developing extreme dryness or oiliness.
- Both extremes are harmful for skin and cause common skin conditions like acne.

### Conceals Other Skin Blemishes

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- Using a daily moisturizer ensures that the skin's blemishes are camouflaged/blend.
- Moisturizing tends to make the skin have a slight sheen, and those with any tint or self-tanner even out different skin tones.

# Key Factors To Determine Skin's Moisture Level

## Age

- Skin moisture depends on the hydration level in the uppermost layer of your skin.
- It keeps your natural youthfulness intact.
- Preventing water loss from your skin.
- The moisture level among old people was significantly lower than the younger people.
- With age your moisture level decreases.

## Genetics

- Your genetics are responsible for a lot of your characteristics.
- Just like genes influence your looks, hair texture or eye colour, in some cases, it can affect overall skin health.
- Some people have genetically low moisture levels in their skin.
- They may face dryness and eczema.

# Key Factors To Determine Skin's Moisture Level

## Surroundings

- Your surroundings play an important role in retaining moisture in your skin.
- The more time you spend under ac or heater, or if you live in an extremely cold region, it dries out your skin.
- Moisturizing your skin with body butter, lotion, or cream will help you refill the lost moisture in your skin.

## Eating Habit

- No matter how great a moisturizer you are using, your unhealthy eating habit can subside all the goodness of the product.
- To maintain the moisture level in your skin, drink plenty of water and eat a balanced diet enriched with protein, vitamins and essential minerals.

# Do we need body lotion?

Seals moisture into the skin to prevent drying.

Softens rough elbows and heels, along with other dry areas of the skin.

Improves dehydrated skin that feels rough and looks unattractive.

Encourages cell turnover, and preserve those valuable moisture levels to prevent dry, flakey skin from coming back.

As we get older and their skin becomes drier, body lotion can become a staple that helps to keep skin healthy and attractive.

# Benefits of body lotion

Soften the roughest parts of your body

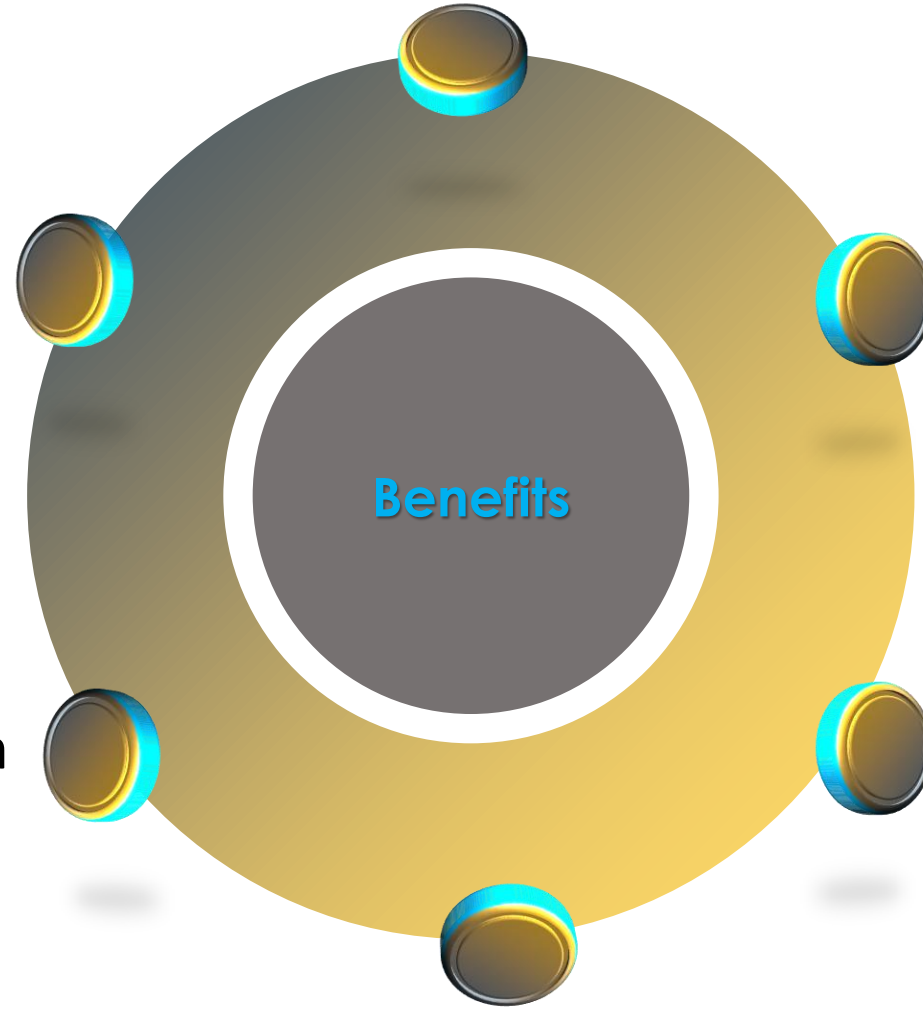
It keeps skin supple and young

Re-hydrate dried skin

It delicately scents skin

Makes your skin glow

Replenish extra dry or rough spots on the skin



# What happen if we do not use Body Lotion

01

Dull & Dry Skin

02

Cracks & Lines on the Body

03

Sun Damage

04

Itchy Skin

05

Flaky and scaly Skin

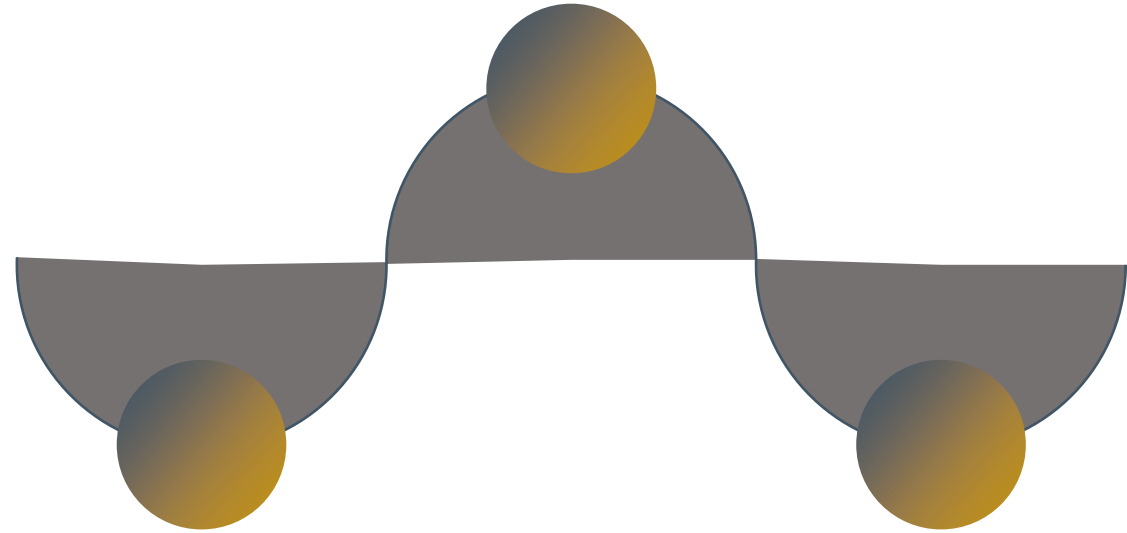
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Deep cracks that may bleed

# How often should you moisturize your body



There is no part of your body that should not be moisturized.



The rule of thumb is to moisturize the skin every time it is subjected to water.

After the use of water or soap on any body part, make sure to apply moisturizer right after it

# How to apply body lotion



Place a quarter-size amount of body lotion or into the palm of your hand.



Rub the lotion or moisturizer between your palms for a few seconds to warm it up.



Use both the hands to massage the lotion or the moisturizer onto a small area of skin in a gentle circular motion.



# When to apply body lotion



## After a Shower

Your skin has the most moisture when it's wet, and most moisturizers work best when skin is already hydrated.

After a shower, water evaporates off your skin quickly, which can leave your skin feeling dry.

The best way to seal in moisture is to apply lotion immediately after a shower while skin is still slightly damp.



## Before Exercising

If you're going to exercise outdoors, prepare your skin by applying lotion first.

If the weather is cold or the air is dry, this can help reduce the dryness that may occur post-workout.



## After Shaving

Shaving removes the top layer of surface skin cells. To help protect newly-exposed skin from dryness, as well as to soothe any razor irritation, apply a body lotion or moisturizer after shaving.

# When to apply body lotion



## Before Bed

Moisture is pulled out of the skin as we sleep, so applying a body lotion right before bed is key.



## After Washing and Sanitizing Your Hands

With frequent hand washing and sanitizing due to the COVID-19 pandemic, our hands have taken a beating.

To help replenish moisture and prevent irritation and chapping, be sure to apply a hand cream immediately after you wash or apply hand sanitizer.



## After Exfoliating

After exfoliating or using a body scrub in the shower, moisturizing is a must.

This will help soothe the top layer of skin and help strengthen the moisture barrier .