



# ATOMY THE FAME TONER



# What is Toner and what does it do?

Fast-penetrating liquid

01

02

Helps remove some dead skin cells & used after cleanser

Quick hit of hydration

03

04

Prepare the skin for moisturizers and serum

Helps in getting rid of excess excess oil

05

06

Stubborn dirt or makeup leftover on your face

# When to use it?

01

Used after a  
cleanser

02

As morning  
and evening  
care regime

03

Before  
preparing  
the skin for  
make up



# Why Toner is needed?

## Which Sponge Picks Up More Water?

**SKIN TIP**

WET SPONGE

DRY SPONGE

**✓**

**Your Skin With Toner**

**Your Skin Without**

Skin Is Like A Sponge - If You Use Toner, Your Skin Will Absorb More Moisturizer and Stay Moist Longer

# Why Toner is needed?

Skin is like a dried-up sponge

If you put a thick cream on a brittle dry sponge, it won't accept it

Because it isn't prepared for moisture



It forms an additional protective layer, reducing risk of environmental contaminants entering your skin

Helping your skin absorb your skincare products

But if you wet the sponge, the cream will sink in more easily

# What are the benefits of Toner?



A toner can restore the pH levels of your skin, keeping it soft and healthy



It can shrink pores and remove all the excess oil from your face, making it extremely beneficial for acne-prone skin



It acts like a moisturizer



Prepare the skin for moisturizers and serum



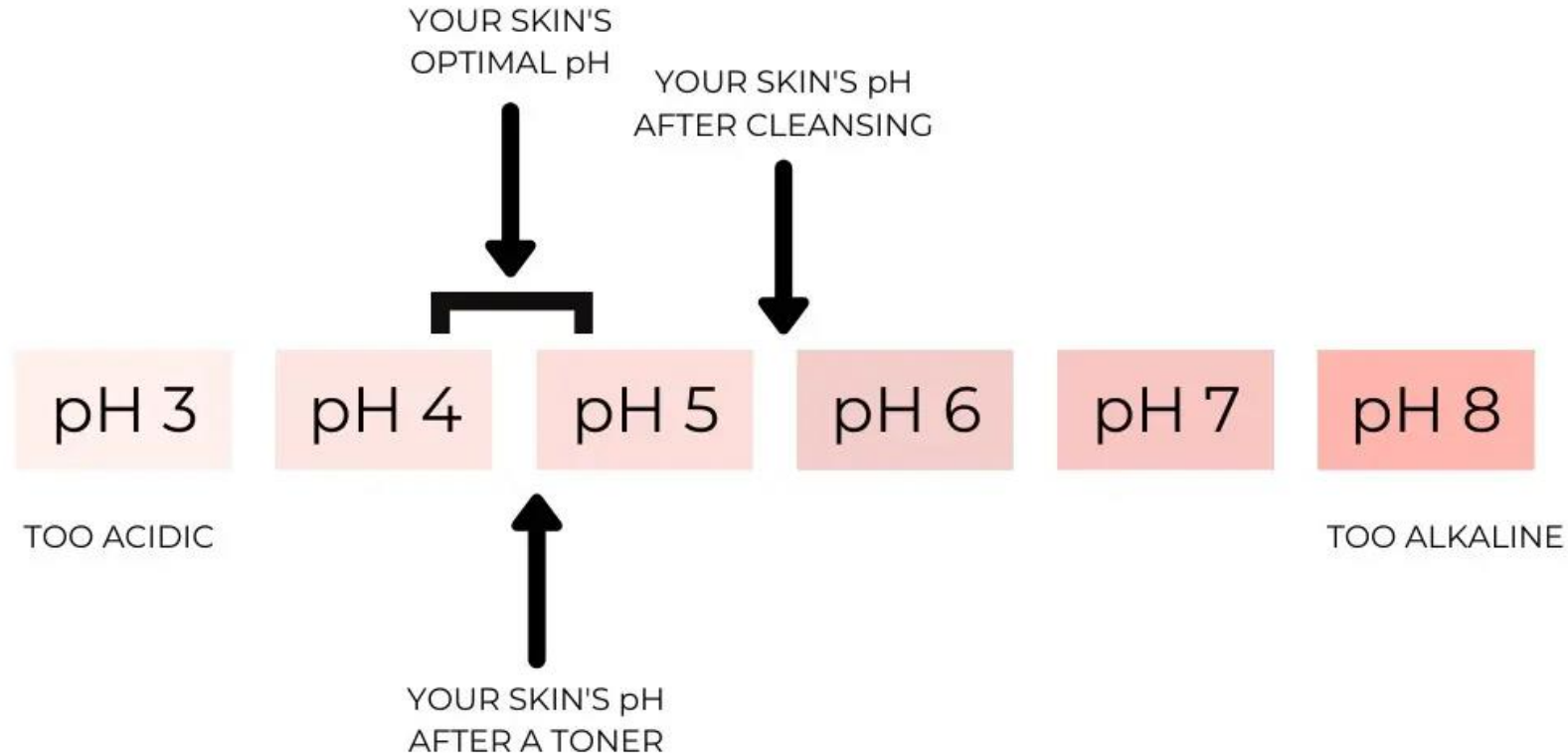
It refreshes skin



Helps in getting rid of excess oil



# WHAT TONER DOES TO SKIN'S pH



# Best way to use Toner

Use toner after washing your face, and before using serum or moisturizer



Put a few drops of the toner on a cotton pad

Apply it all over the face and neck



You could also take a few drops in your hands instead of a cotton pad and apply it over your face

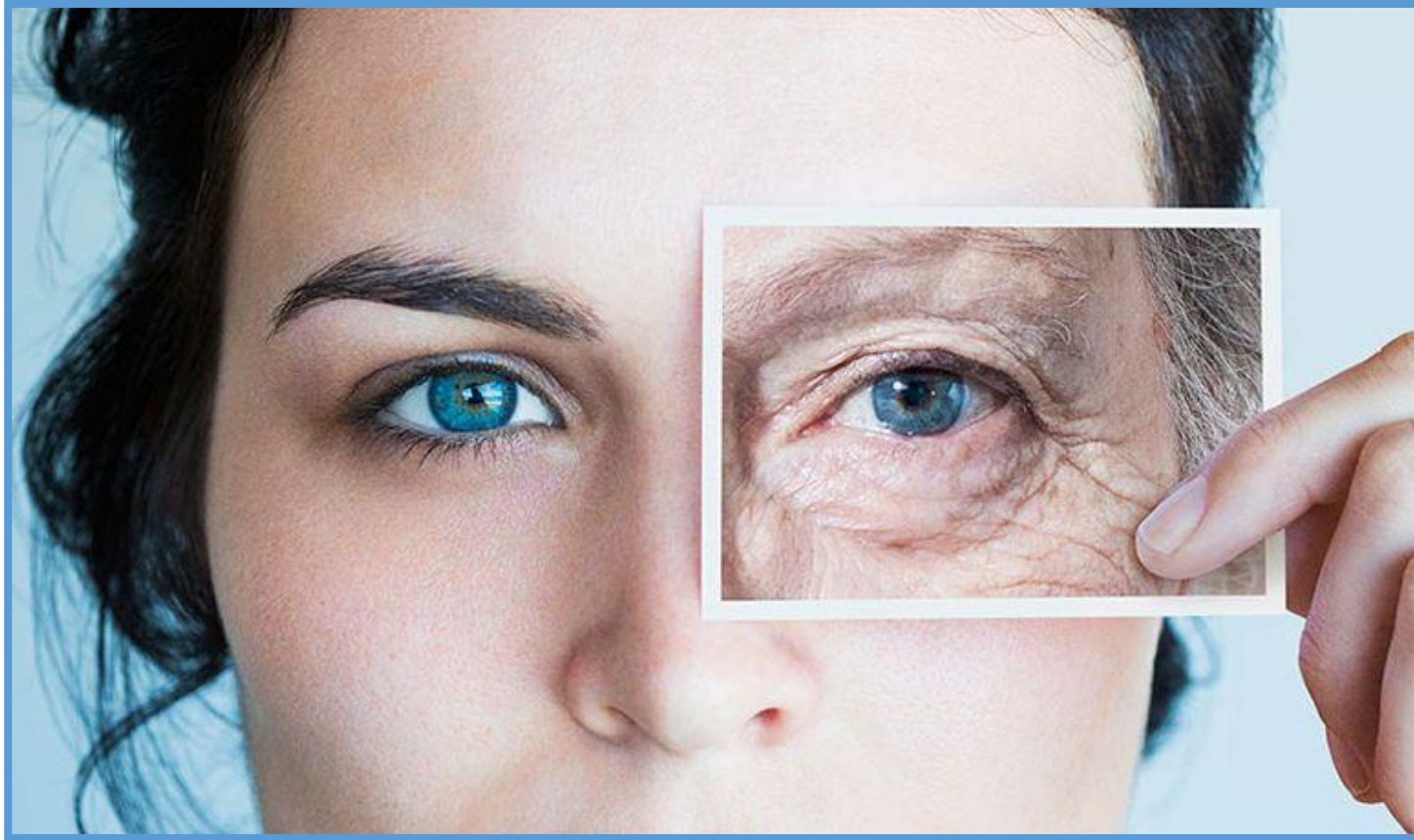
Follow it up with The Fame Eye Cream



Allow it to dry

# ATOMY THE FAME EYE CREAM





**Eyes are the  
window to Soul**

# Why skin around eye need extra care?

Much thinner  
than skin on  
face

soft tissues like  
fat or muscle  
are minimal  
under eye

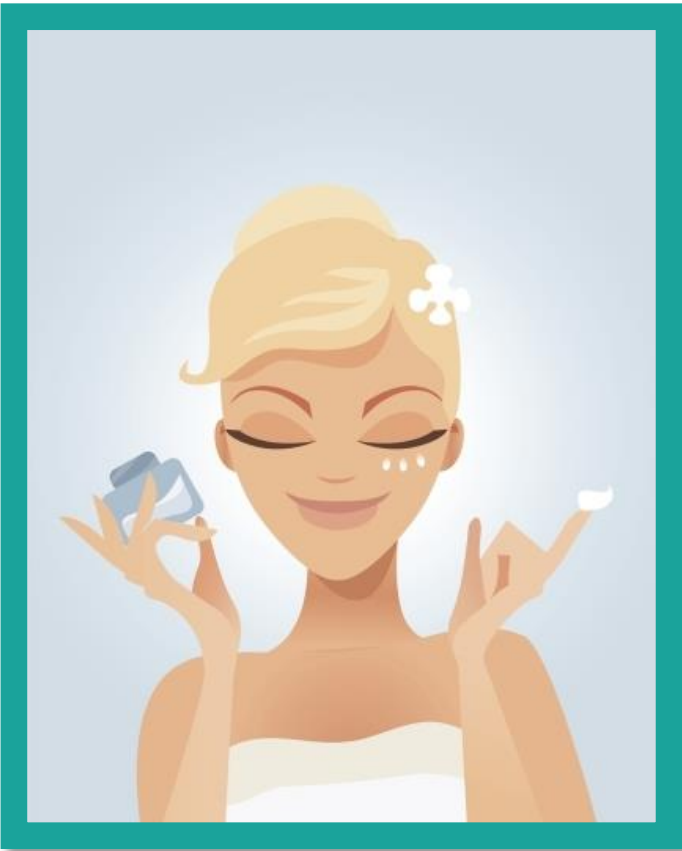
Due to lack of  
sleep, diet and  
stress cause  
puffiness

Exposure to  
screen and  
mobile for long  
hours

Skin under eye  
doesn't have  
many oil glands  
and collagen  
(Protein)



# What Is Eye Cream?



Eye creams are formulated specifically for the delicate skin around the eye, so they tend to be thicker

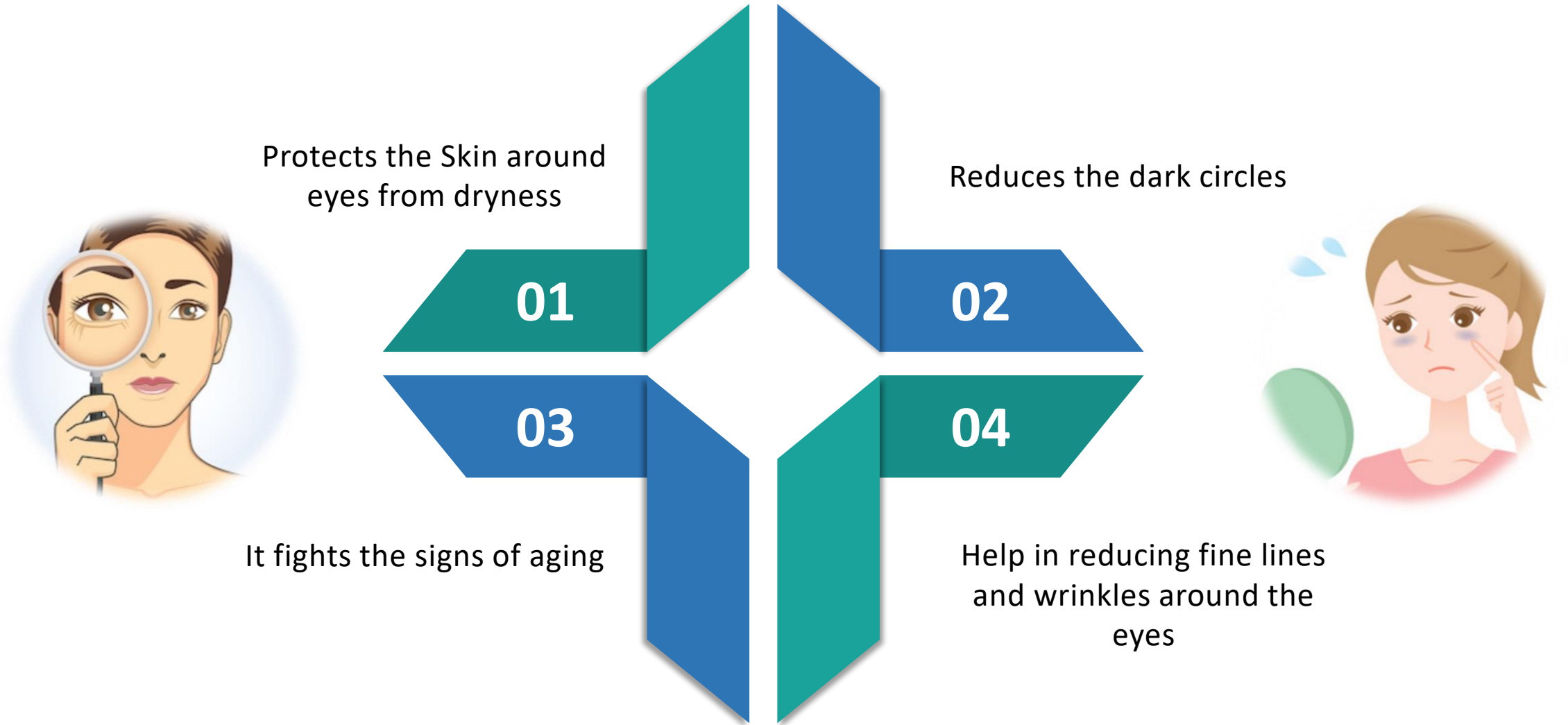


They contain more oil than a regular facial lotion



They have a lot of active ingredients aimed at the problems around the eyes

# Why do we need Eye Cream?



# Why can't we use moisturizer instead of eye cream?



The skin around the eyes has some concerns that are a little bit different than other areas of the face

**Eye creams** are formulated to be extra mild since the area around the **eye is** particularly sensitive to irritation

The skin around your **eyes** is thinner and more delicate than the rest of your face

The reason is that the thin skin around the eyes absorbs better than the thicker skin on other areas of the face, and overdoing it in this area with something too strong can cause irritation



# How and When to start the use of Eye Cream?

Take the cream on your finger preferable ring finger, as it has lightest force

Pat the cream under your eyes, do not rub it



“You’re aging every day; you should be anti-aging every day”.

# Why to use spatula for cream?



Fingers might have germs



Promoting hygiene



If sharing with other members

# ATOMY THE FAME ESSENCE



# What is Essence?



Essentially works as a primer for your moisturizer and serums

Essence penetrates the skin much deeper than average moisturizer

Hydrates and re-balance the skin



# What are the skin care benefits of Essence?

One step ahead of toner

Allow the skin better absorption of additional products

Skin absorbs them more easily

Rehydrate the skin cells

BOOSTS SKIN'S  
MOISTURE LEVEL



Protect the skin barrier

Boost the health of the skin

Rebalance the pH of the skin

Soften and smooth the epidermis

# Best way to use Essence?

01

Some people like to apply 2-3 pumps to a cotton wool pad and sweep over the face



02

Also you can use 4-5 pumps of the essence into the palms of your hands

03

Then apply the product gently into your skin, in circular motion

# ATOMY THE FAME LOTION

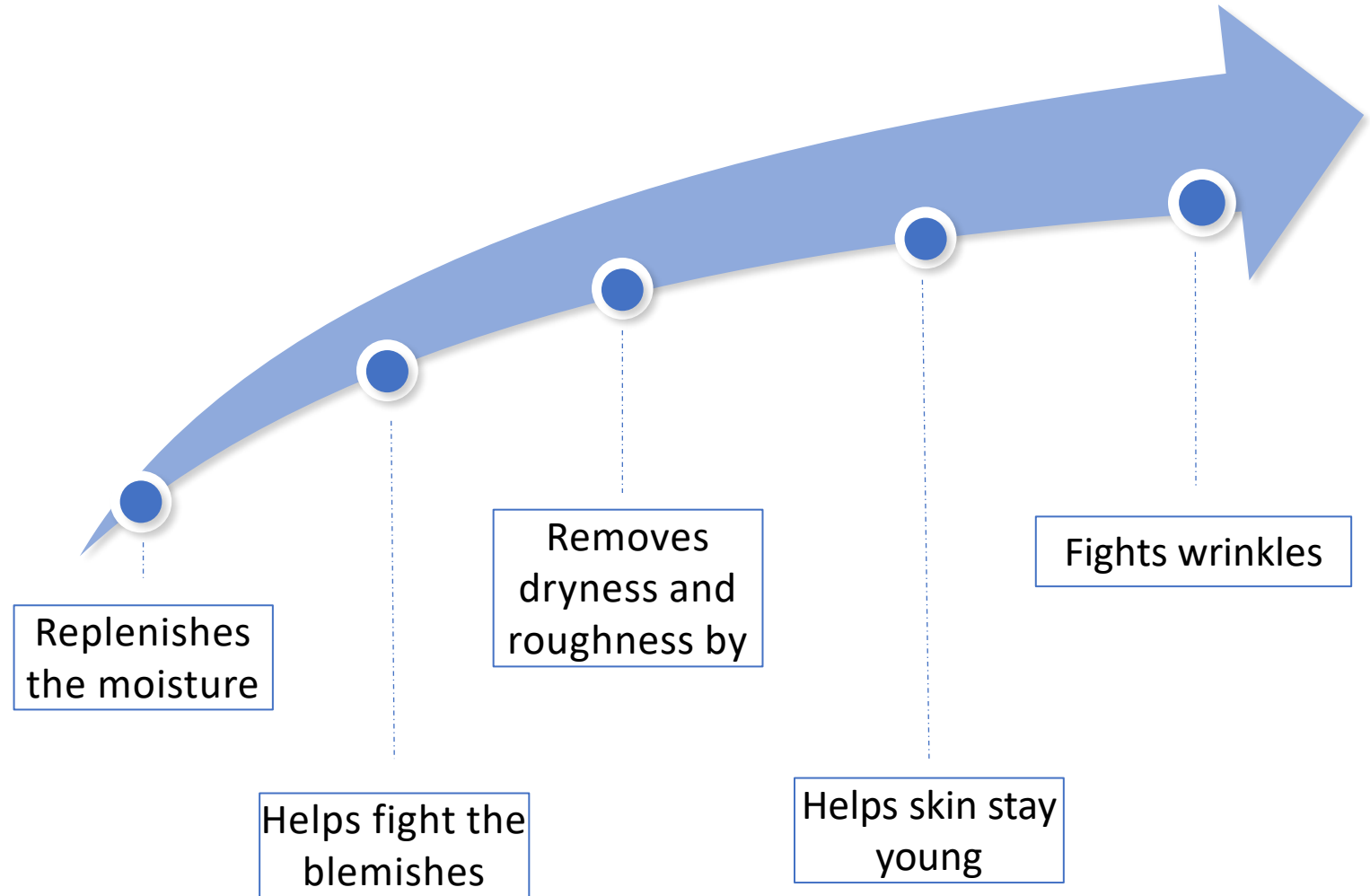


# What is Lotion?

- It is better version of moisturizer
- Hydrating is crucial for keeping skin youthful and healthy, even if you don't have dry skin
- It hydrates the skin and keeping moisture in skin and dryness out



# What are the benefits of Lotion?

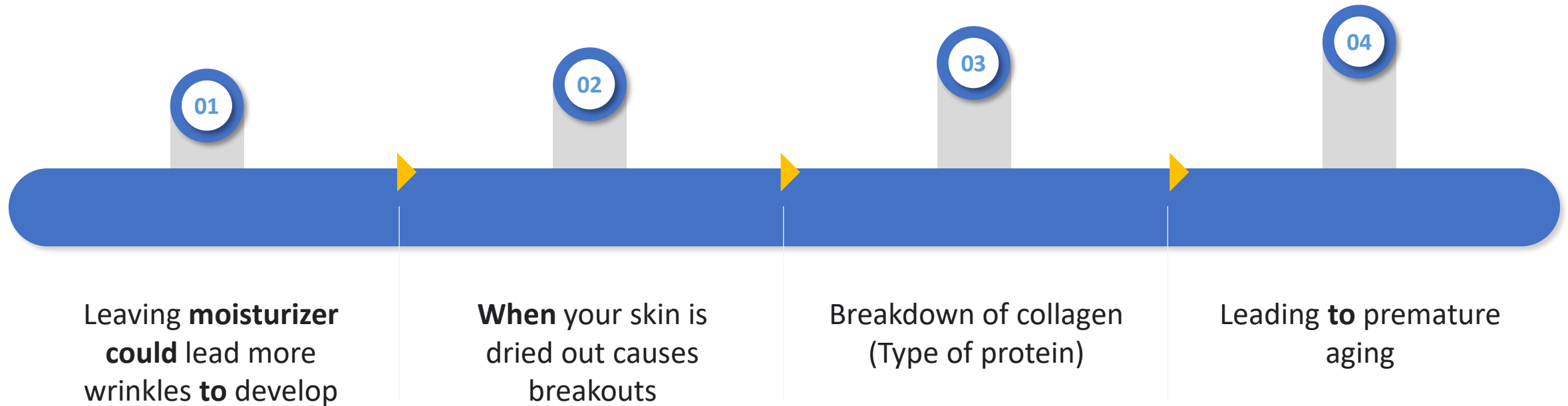


# What is the difference between Lotion and moisturizer?

- **Lotion** has a higher water content than moisturizer
- Works *on top of* the skin to prevent sunburn
- Lotion has the express purpose of adding moisture or locking moisture in the skin



# What will happen if we stop applying lotion?



# How and when to apply lotion?



Always ensure to use the lotion covering the neck area along with Face

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Use the upward strokes while using the lotion

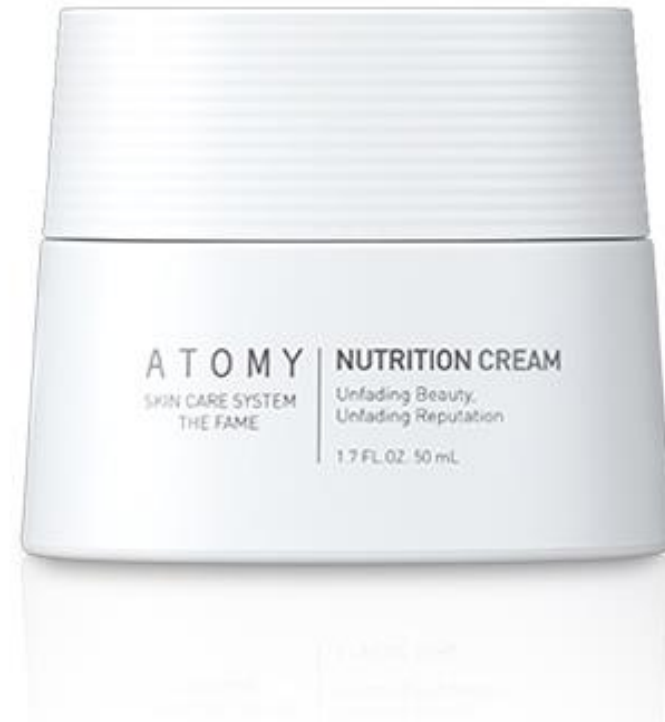
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Its better to use the circular motion and massage gently.

**Apply lotion after Toner or Essence and apply twice a day.**

# ATOMY THE FAME NUTRITION CREAM



# What does Nutrition Cream do?



01

Prevents signs of aging

02

Improves elasticity

03

Maintains youth Anti-oxidizing

04

Skin texture & skin health improvement

# What are the benefits of Nutrition Cream?



**Fights with wrinkles**



**Excessively hydrates the skin**



**Slows the signs of aging**



**Adds firmness in skin**



**Gives even skin tone and enhances the glow**



# When to use nutrition cream?



Part of Skin care regime



Morning Evening



Before Sunscreen



For giving instant massage to face



# How to use nutrition cream?

01.

Take a small amount of cream on your palm



02.

Apply the cream on circular motion and massage on face



03.

Gently pat the cream on neck and face with fingers





***Why sequence of product application is essential?***

***Why consistent usage of product is important ?***

**F**

Face

**A**

Advancement

**M**

Morning

**E**

Evening

**Thank You!**