

# I AM-PM UPDATES

ISSUE - 01

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## INTRODUCTION



The skin is the body's largest organ that protects against germs, regulates body temperature and enables tactile sensations. The three main layers of the skin (epidermis, dermis, hypodermis) are prone to many problems, including skin cancer, acne, wrinkles and rashes.<sup>1</sup>

To address these day-to-day problems there is a need to follow an effective morning and evening skincare routine that involves more than just cleansing. **Dedicated to dermatological beauty, Ajanta Pharma has a highly complementary portfolio of moisturizer brands originated from France and Germany.** Each is created and developed with dermatologists and other healthcare providers to meet the stringent requirements of your patient's skin needs. **This newsletter is conceived to provide you insights on daytime and nighttime skincare regimen for a hydrated and glowing skin experience for your patients.**

## WHY DAY & NIGHT SKINCARE?



As we are aware, the skin faces various challenges throughout the day and night. During the day, it is exposed to environmental stressors like UV rays, pollution, and blue light from screens. These elements can cause oxidative stress, leading to premature aging, dryness, and dullness.<sup>2</sup>

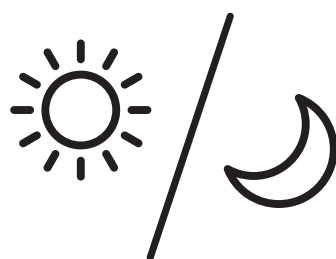


At night, the skin enters repair mode. During sleep, the skin works to regenerate cells, repair damage, and produce collagen. This is when it is most receptive to active ingredients that promote healing and rejuvenation.<sup>2</sup>

This day and night skincare routine should always include a cleanser, moisturizer, and sunscreen. Depending on the skin type and goals, treatments to treat dry, oily, aging, or acne-prone skin can be suggested.<sup>2</sup>



**FOCUS OF DAYTIME SKINCARE ROUTINE:**  
Protection and hydration to shield the skin from harmful factors



**FOCUS OF NIGHTTIME SKINCARE ROUTINE:**  
Nourishing, repairing, and renewing the skin, allowing it to recover from the day's wear and tear

# CORRECT ORDER TO APPLY



## DAY CARE CREAM

1

### CLEANSER

Removes excess oil and dirt that can clog pores and cause breakouts. **Cleansers with ceramides, glycerin, or hyaluronic acid help hydrate dry skin.**

2

### MOISTURIZER

Massaging a moisturizer into face and neck **keeps skin protected and hydrated all day. Moisturizers help increase water content and seal in moisture.** It is an important step to repair skin barrier, the epidermis. Even oily skin types need moisture and hydration to keep their skin balanced—reducing the risk of overproducing more oil. **Moisturizers with hyaluronic acid are great for people with acne-prone, oily skin.**

3

### SUNSCREEN

The last morning skincare step should always be sunscreen to protect skin from UV rays. Daily sunscreen can reduce risk of skin cancer, wrinkles, and sunspots. **A broad-spectrum coverage and a sun protection factor (SPF) of 30 or higher is ideal** for face, neck, chest, and ears. Reapply every two hours.

## NIGHT CARE CREAM

1

### CLEANSER

Cleansing at night removes any dirt and oil/ make-up accumulated throughout the day. The same gentle, oil-based, or acne-fighting cleanser can be used in morning and night. For an oily, acne-prone skin, an oil-free makeup remover or micellar water can be used. For sensitive and dry skin, double cleansing with an oil-based cleanser or balm that removes makeup and hydrates the skin is ideal.

2

### EYE CREAM

A night eye cream to your delicate undereye can help add more moisture to repair skin and reduce fine lines. This is an ideal for an anti-aging skincare routine. **Use of repairing or hydrating ingredients like retinol, niacinamide, or hyaluronic acid.**

3

### MOISTURIZER

Moisturizing at night helps re-hydration lost during the day. **Night creams with hyaluronic acid and glycerin add more nighttime moisture.** For oily or combination skin, non-greasy and non-comedogenic night creams can be preferred. **Night creams may also have AHAs and retinol to help stimulate cell turnover, reduce fine lines, and even out skin tone during sleep.**

Advanced Hydration DAY Cream

**AQUASOFT<sup>®</sup>**  
**DAY**  
Cream



Moisturization



Sun Protection



Demelanization



Available in  
75 g

Available in  
150g

India's  
**1<sup>st</sup>**  
**DAY CARE CREAM**  
SPF 50

ajanta pharma

Advanced Night Repair Cream

**AQUASOFT<sup>®</sup>**  
**NIGHT**  
Cream



Repairs



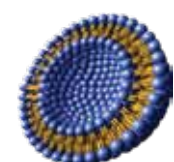
Replenishes



Rejuvenates



Available in  
50g



**ROVISOME<sup>®</sup>**  
Delivery Technology

Advanced intelligent delivery system, retinol directly reaching the active layers of the skin

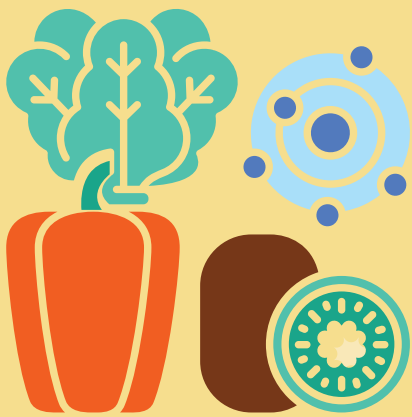
## SKIN HEALTH AND NOURISHMENT WITH ANTIOXIDANTS<sup>4</sup>



External pollutants and environmental impurities combined with UV radiation alongwith lifestyle factors badly impact on skin's texture and health. The oxidative stress causes harmful effects on the skin. This is where antioxidants play a pivotal role.



Many dermatologists recommend antioxidants as a stringent part of skincare routine such as Vitamin C, Vitamin E, Vitamin A, green tea extract, Coenzyme Q10, Resveratrol, Selenium, and Polyphenols, to nourish and nurture the skin.



**Vitamin A**, in the form of **Retinol**, plays a critical role in skin cell regeneration and the maintenance of skin integrity. Retinol helps neutralize free radicals in the middle layer of your skin. This can help reduce the appearance of wrinkles and enlarged pores. Retinol has an exfoliating effect on the skin's surface that can help improve texture and tone. It is used to treat acne too and has anti-aging effects.

**Resveratrol**, found in grapes and berries, provides anti-ageing benefits by enhancing skin's resistance to oxidative stress.

Vitamin C, aids in photoprotection and collagen synthesis promotion. Vitamin E, a lipid-soluble antioxidant, synergistically works to neutralize free radicals and repair damaged skin cells. Green tea extract, rich in Polyphenols, has anticarcinogenic and anti-inflammatory action. Coenzyme Q10, helps in energy production for cell repair. Selenium, an essential mineral, contributes to the protection of skin cells from oxidative damage.

**Addition of these antioxidants in skincare products and in diet can bring about a holistic approach in skincare regimes. This can be a comprehensive strategy for promoting skin health and preventing age-related skin alterations.**



## PRO-TAURINE<sup>®</sup> PHOTOPROTECTION AT ITS BEST<sup>5</sup>

Premature skin aging happens majorly due to solar radiations, especially UV and IR. It is found that UV radiations are much higher and more noxious than IR.

Pro-aurine is a photo-protective compound that displays antioxidant and electrophilic scavenging properties. It has demonstrated its ability to detoxify any skin layer, hence limiting UV and IR-induced cutaneous damages.



### PRO-TAURINE<sup>®</sup> SKIN BENEFITS

- Protection from IR and UV-induced radiations
- Controls of premature skin aging and inflammatory responses
- High bio-availability through the cutaneous tissue
- Pro-aurine Cosmetic Applications



### ANTI-PHOTOAGING

- Prevention of skin structural collapse: anti-wrinkles
- Sun care: tissue detoxification, epidermal reinforcement
- Compatible with sensitive skin



