



# TOP SKINCARE MISTAKES YOU MIGHT BE MAKING

and how to  
quickly fix them!

01

# Mistake # 1: Overcomplicating Your Routine

## The Mistake:

Rushing through your skincare routine or skipping crucial steps altogether—sound familiar? When we're short on time, it's easy to skip cleansing or moisturizing. But these steps matter!

## How to Fix It:

Follow the "3-Minute Rule" to fit your skincare into your busy day. Cleanse, hydrate with a serum, and always finish with a moisturizer with SPF. Just three quick steps can make your skin feel fresh and vibrant!



02

# Mistake #2: Not Knowing What Your Skin Needs

## The Mistake:

Many women grab whatever skincare products are on hand or mix and match from different brands. But using products not meant for your skin type can lead to irritation or dullness.

## How to Fix It:

Get to know your skin type! Start by figuring out whether you're normal, dry, oily, or combination. Once you know, choose products specifically formulated for your type. Then, stick to a consistent routine! By having the right products and the right routine, your skin will be glowing in no time!

*bonus tip*

## Download the FREE Mary Kay Skin Analyzer

**App** to get a personalized skin assessment. The app analyzes your skin and suggests key products and ingredients tailored to your needs.

Whether you decide to use Mary Kay products or not, the insights will help you understand what to look for when building your routine!





03

## Ignoring Exfoliation

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The third mistake? Ignoring exfoliation. I get it—it seems like an extra step, but exfoliating just once or twice a week can remove dead skin cells, making your skin brighter and allowing your products to work better. It only takes a minute and can make a huge difference!

*bonus tip*

Know the difference between physical and chemical exfoliation: Physical exfoliators use small grains or brushes to buff away dead skin, while chemical exfoliators (like alpha-hydroxy acids) dissolve dead skin cells more gently. Choose what works best for your skin type. If mornings are hectic, try adding exfoliation to your nighttime routine or dedicate 5 minutes over the weekend to treat your skin!

# Summary of Tips

## Skipping Essential Steps

Busy women often rush through their skincare routine or skip important steps like cleansing and moisturizing. A simple three-step routine (cleanse, hydrate, and protect) can be done in just three minutes and will make a big difference in your skin's health and appearance.



## Not Knowing What Your Skin Needs

Many women use a variety of products from different brands without understanding what their skin truly needs. This can lead to irritation or dullness. The fix is to determine your skin type (normal, dry, oily, or combination) and use products specifically formulated for it to achieve the best results.



## Neglecting Self-Care

Women tend to prioritize everyone else's needs over their own, often leaving self-care at the bottom of the list. Taking just five minutes in the morning and at night for a basic skincare routine—and treating yourself to a weekly face mask or serum—can rejuvenate both your skin and spirit.



### *Bonus Tip: Consistency is Key*

Even the best skincare products won't deliver results overnight. The secret to healthier skin lies in consistently following your routine, which allows small changes to add up over time for noticeable improvements.

# Thank You for Downloading this Guide!

You've taken the first step toward better skin—congrats! Remember, small changes can lead to big results. Follow me on social for more tips, exclusive offers, and other beauty content. Let's stay connected!

I'm passionate about helping women like you simplify your routine for beautiful, glowing skin.

Let's find what works best for you! Book a free skincare consultation, and I'll guide you through it.



*Confidence is not about being perfect. It's about embracing who you are and showing up as your best self every day.*