

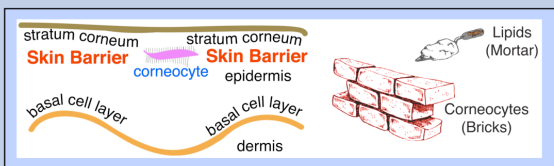


DRY SKIN ANATOMY & PHYSIOLOGY: WHAT IS THE HUMAN SKIN BARRIER?

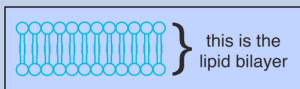
*Dry - sensitive skin? With magazines, internet, TV, advertising, & 1000 products to choose from, what is the truth? My name is Randy Jacobs, M.D. I am a clinical dermatologist. I would like to share a bit of medical wisdom & my **skin barrier based** method of care: True Moisture® Clinical Lipid Therapy®.*

A true medical condition deserves a medical explanation, so, let's begin with basic anatomy. When learning about dry - sensitive skin, it's all about your "skin barrier." You may not be aware that your body has an anatomical skin barrier. If a patient has dry - sensitive skin, the **skin barrier** is *the specific* microanatomic body part in need of medical care or attention.

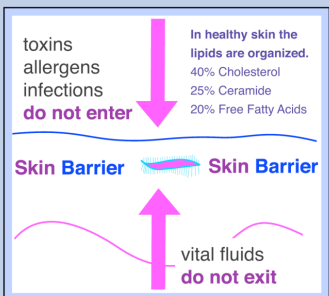
Your skin barrier is located in the upper layer of the skin, called the "stratum corneum."



The human *skin barrier* is built like tiny bricks surrounded by mortar. The "bricks" are flattened skin cells called "corneocytes," and the mortar is made of **three skin barrier lipids**:
① Cholesterol ② Ceramide ③ Free Fatty Acids



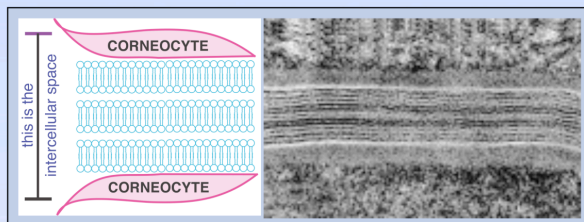
Physiologically, your **skin barrier** serves as:
① An Entrance Barrier ② An Exit Barrier



THE MEDICAL BASIS OF CLINICAL LIPID THERAPY®

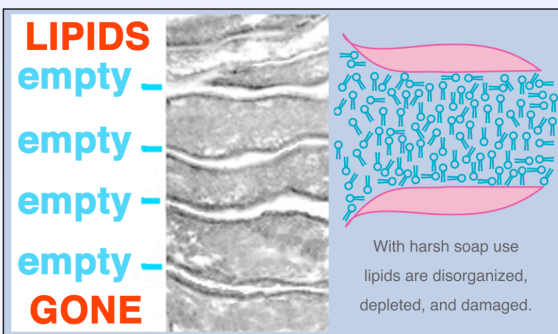
THE NANOANATOMY OF DRY SKIN

As long as the three lipids: ceramide, cholesterol, & free fatty acids are replenished & organized into bilayers, your **skin barrier** functions as it should, & your skin is healthy. Here is a nano-diagram & electron micrographic art showing **healthy lipids**.



Healthy Lipids = Your Skin is Well Moisturized.

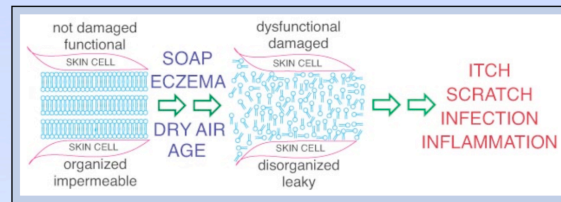
Skin barrier damage usually begins with soap. It can be any soap, especially deodorant and gel soaps that contain harsh oil washing surfactants. Soap removes the three lipids. Without the lipids, the **skin barrier** is depleted, empty, damaged, and dysfunctional. It will leak. Thus, toxins, allergens, and infectants **will enter** the skin. Water **will exit**. The skin becomes dry, scaly, itchy, inflamed, and infected. You feel dry and itchy. You see scaliness. This next art shows **dry skin depleted of lipids**.



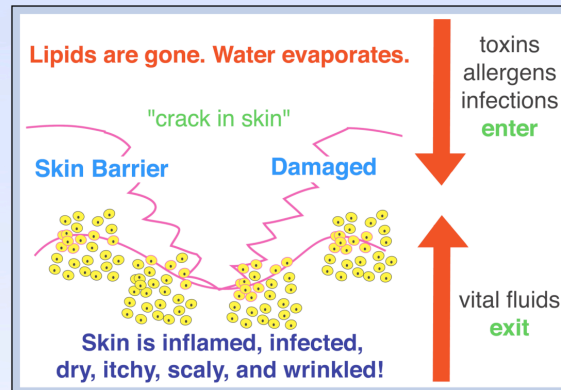
Empty & Depleted of Lipids = Your Skin is Dry.

Cracks develop. You will also see **more wrinkles** and your skin appears older and weather-beaten. Medically, dry skin is the result of lost lipids!

If you want to control dry - sensitive skin, then, you need to learn what makes for a healthy skin barrier vs what makes for an unhealthy barrier.



Soap and dry air cause damage to the three lipids and are **your skin barrier's greatest enemies!**



Clinical Lipid Therapy® helps to restore lost lipids so that your skin barrier is healthy and functional. Dry faces, cracked lips, chapped hands, and dry legs are restored. You appear younger, healthier.

