

## FACIAL MOISTURIZING 101

*Your Weekly Newsletter by*

*Dr. Nick Sieveking*

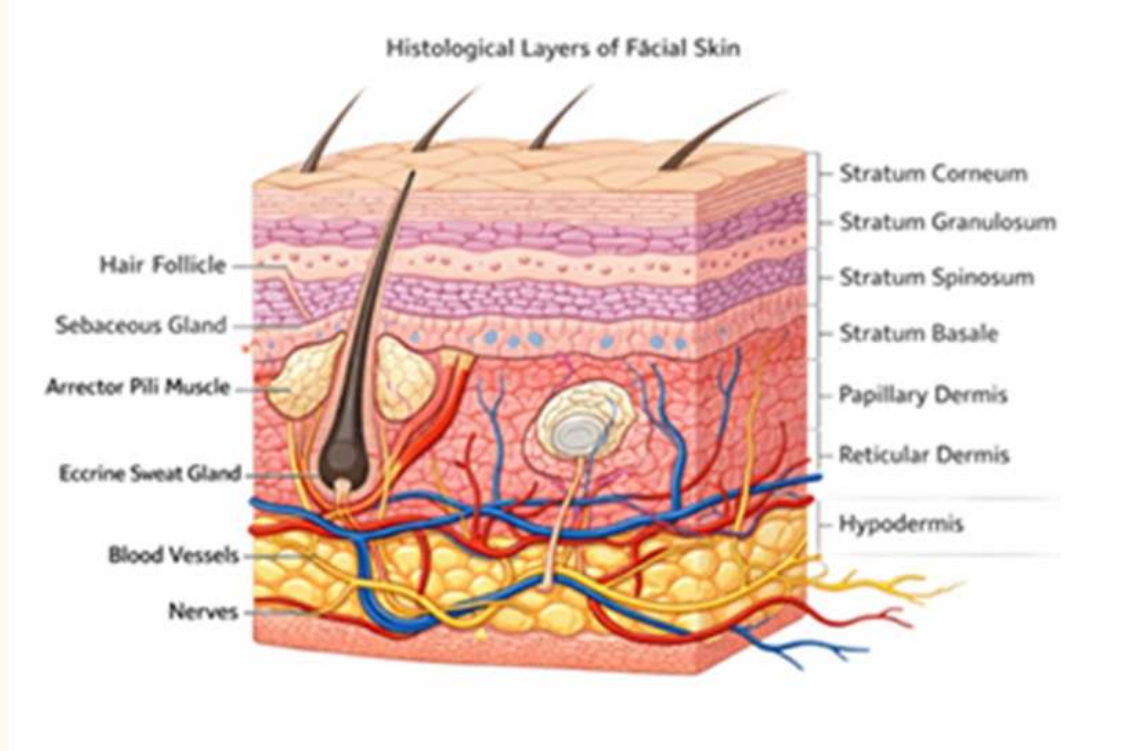
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### Why Our Skin Needs Moisturizer

Your skin is the largest organ you have—about **3,000 square inches (over 20 ft.<sup>2</sup>)** in the average adult—and it's your body's **front-line barrier**. Every hour of every day our skin takes direct hits from: dry air, wind, UV light, friction, and a constant stream of **pollutants, irritants, and microbes**. For sure, you need think about wrinkles and age spots as you read this newsletter, but the real story is protection. When the skin barrier dries out and weakens, it becomes leaky and reactive—more prone to irritation, inflammation, and sensitivity. **Moisturizer isn't just about looking better; it's about keeping the barrier intact so the outside world stays outside.**





### Key Anatomical Layers of our Skin

1. Stratum Corneum-outer **Barrier**; main target of moisturizers; most affected by the “Bad” elements.
2. Stratum Granulosum-indirect support of the **Barrier**; lipid production helps tighten barrier
3. Stratum Spinosum- indirect support of the **Barrier**; lipid production helps tighten barrier
4. Papillary Dermis- major collagen content; breakdown causes wrinkles and thin, crepe skin; Needs protection from “The Barrier” above
5. Reticular Dermis- major collagen content; breakdown causes wrinkles and thin, crepe skin; Needs protection from “The Barrier” above

### What Can Breakdown the Barrier?

- Over-washing / harsh cleansers
- Hot water + long showers
- Over-exfoliation (scrubs, cleansing brushes, frequent acids/peels)
- Retinoid overuse
- Low humidity / cold wind / dry indoor heat
- UV exposure
- Irritants & solvents (alcohol-heavy products)
- Fragrance and some preservatives (common triggers for irritant/allergic contact dermatitis)
- Allergic contact dermatitis (nickel, fragrances, preservatives, hair dye, etc.)
- Chronic inflammation (eczema/atopic dermatitis, rosacea flares)
- Mechanical friction (mask friction, shaving, rubbing, scratching)
- Hard water (causes dryness/irritation)
- Aging (less lipid production, slower repair)

### The Skin's Microbiome

Special Note: Your skin isn't sterile — it's coated with a healthy microbiome (bacteria, fungi, and other microbes) that actively protects the skin barrier. These

“good” organisms help crowd out harmful germs, compete for nutrients and space, and support a slightly acidic pH which discourages pathogen overgrowth. A balanced microbiome also helps “train” the immune system to stay calm, reducing unnecessary inflammation that can disrupt the barrier.

### **Maintain the Skin’s Healthy Microbiome by Not Stripping It and By Supporting the Barrier:**

1. Cleanse gently: lukewarm water, mild low-pH cleanser, once daily (twice if heavy sweat/sunscreen). Avoid harsh soaps and frequent foaming washes.
2. Don’t over-sanitize: alcohol, benzoyl peroxide, and strong acids are useful when needed—but overuse dries skin and disrupts microbial balance.
3. Moisturize consistently: especially after washing. Barrier-supporting formulas with ceramides + cholesterol + fatty acids, plus glycerin or urea, help the microbiome thrive.
4. Avoid unnecessary fragrance and irritants: they’re common triggers for inflammation and dysbiosis.
5. Limit over-exfoliation: scrubs/peels/strong acids too often = barrier damage = microbiome disruption.
6. Protect from UV: UV alters microbes and inflames skin—daily sunscreen helps.
7. Be careful with antibiotics: topical/oral antibiotics can shift the microbiome; use only when clearly indicated and for the shortest effective duration.
8. Hands off: picking, friction, harsh towels, and frequent rubbing create micro-injuries that change the local ecosystem.

### **What Causes Wrinkles and Crepe-looking Skin?**



- Appear at the surface, but...

- Due to damage and breakdown of the main collagen layer in the papillary and reticular dermis
- Constant insults through “The Barrier” breaks down collagen and down-regulates new collagen production



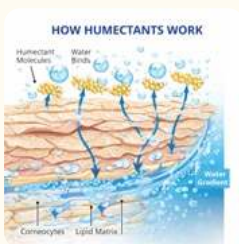
### What Causes “Age Spots” & “Sun Spots”?

- Chronic UV Exposure disrupts “The Barrier”
- Overproduction of melanin
- Excess melanin transfer to the Basal layer

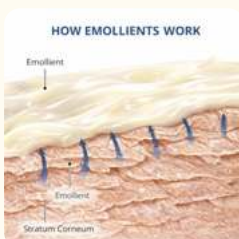


High Resolution Image of the outermost skin layer-- BEFORE & AFTER application of a complete moisturizer—demonstrates how moisturizer covers the surface and fills in the gaps between the skin cells=> creates “**The Barrier**”

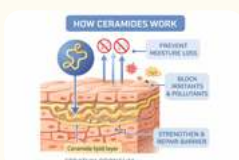
### The Components of a Good Moisturizer



1. HUMECTANTS - **Humectant** is an ingredient that **pulls water into the outer layer of your skin (the stratum corneum)**—either from **deeper skin layers** or from the **air** when humidity is decent. Common Humectants—Hyaluronic Acid, Glycerin, Collagen



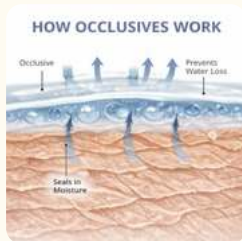
2. EMOLLIENT - An **emollient** is an ingredient that **softens and smooths the skin by filling in the tiny gaps between dry, flaky skin cells** and improving the skin’s surface “slip.” Common Emollients—Caprylic Triglyceride, Rose Hip oil, Squalene, Cetyl Alcohol



3. CERAMIDES - These are natural fats (lipids) that make up a big part of your skin’s outer barrier—basically the

“mortar” between your skin cells (“bricks”) in the stratum corneum.

- Repair and strengthen the skin barrier
- Your body makes most ceramides in the skin from basic building blocks: fatty acids + amino acids (especially serine) + energy.
- Reduce trans-epidermal water loss (TEWL) → skin holds onto moisture better
- Decrease dryness, flaking, and sensitivity
- Help calm irritation/inflammation from over-cleansing, retinoids, acids, wind/cold, etc.



4. **OCCLUSIVES** - These are ingredients that form a thin film on the skin's surface to slow water evaporation.

Examples—Petrolatum, Dimethicone, Mineral oil, Beeswax

- Lock in hydration and prevent dryness/tightness
- Protect the barrier from wind, cold, detergents, and irritation
- Help cracked or compromised skin heal faster by keeping it moist

### Moisturizer With or Without Sunscreen?

- Best overall: Use a simple, separate fragrance-free moisturizer and a separate broad-spectrum SPF 30+ sunscreen. This keeps the moisturizer “cleaner” (fewer potential chemicals/irritants) and makes sunscreen protection more reliable.
- A sunscreen/moisturizer combo is a convenient option: An SPF-moisturizer can work, but is often under-applied, so real-world UV coverage is usually weaker using the “combo”
- Daytime rule: Sunscreen is non-negotiable. Make broad-spectrum SPF 30+ your daily baseline.
- Most effective order: Moisturizer first...wait 3 to 5 minutes...then apply sunscreen. Easier to apply enough SPF & easier to reapply. This provides the most reliable SPF coverage.
- When you need a dedicated sunscreen: Any meaningful outdoor time (walking, driving a lot, sports, beach/boat). Reapply every ~2 hours outdoors and after sweating or swimming.

### Tips on Applying Moisturizer

#### Morning

1. Cleanse lightly (or just rinse)
  - Use a gentle cleanser if you're oily/sweaty; otherwise, lukewarm water is often enough.
2. Apply on damp skin (within 1–3 minutes of washing)

- Pat skin so it's not dripping, then moisturize. Damp skin helps lock in water.
- 3. Use the right amount
  - Face: pea to blueberry size (more if very dry).
  - Add another small amount for neck if you treat it.
- 4. Press, don't scrub
  - Dot on forehead/cheeks/chin, then smooth outward and press in. Rubbing hard irritates skin.
- 5. Let it set
  - Give it 3 to 5 minutes before sunscreen or makeup.
- 6. Sunscreen is last
  - If you're using separate sunscreen: apply SPF 30+ broad spectrum after moisturizer.
  - Use the two-finger rule (index + middle finger lengths) for face/neck, then reapply when outdoors.

## **Evening**

1. Cleanse thoroughly (especially if you wore sunscreen/makeup)
  - If needed: double cleanse (oil/balm first, then gentle cleanser).
2. Moisturize on slightly damp skin
  - Same rule: moisturize soon after washing.
3. Use a richer layer at night (if dry or mature skin)
  - Night is the best time for barrier repair.
  - If very dry: apply moisturizer, then a thin layer of petrolatum on top on the driest areas (not ideal for acne-prone skin).
4. Avoid overdoing it
  - Too much product can pill, feel greasy, and sometimes clog pores. Aim for comfortable, not slippery.

## **Choosing the Right Moisturizer**

1. Gel (lightweight, water-based)
  - Best for: oily, acne-prone, humid climates, daytime
  - Feel: dries fast, minimal shine
2. Lotion (the "middle ground")
  - Best for: normal/combo skin, most people year-round
  - Feel: light-to-medium, spreads easily
  - Great if you want: hydration without heaviness
3. Cream (richer, more protective)
  - Best for: dry, sensitive, mature skin, winter, post-procedure
  - Feel: thicker, more cushioning
  - Watch-outs: if acne-prone, pick "non-comedogenic" and avoid heavy fragrance
4. Ointment/Balm (maximum barrier rescue)
  - Best for: very dry, cracked, eczema patches, lips, around nose, windburn
  - Feel: greasy, forms a seal

- Use: spot-treat, especially at night (or “slugging” on very dry areas)
- Watch-outs: can feel heavy; avoid over large areas if very acne-prone

### ***Spotlight on Defy™***



**DEFY™** is a proprietary facial moisturizer developed by Dr. Sieveking. It’s built with clean, “bio-essential” ingredients designed to replenish what aging skin commonly loses over time—supporting hydration, comfort, and a healthier-looking skin barrier. DEFY is formulated around the core barrier-building categories humectants, emollients, and occlusives, and is distinguished by **5** key, proprietary, ingredients that elevate it beyond many luxury moisturizers:

#### **1. Hyaluronic Acid** (Sodium Hyaluronate)

A high-performance humectant that binds water to the outer skin layers, helping the skin look plumper, smoother, and more hydrated. It can soften the appearance of fine lines caused by dryness and improves overall skin suppleness.

#### **2. Pregnenolone**

A bio-identical precursor to hormones estrogen and testosterone, used topically to support the look of healthier, more resilient skin as it ages. In DEFY, pregnenolone is included to help promote a more balanced, youthful skin

appearance, especially in skin that has become thinner, drier, or less robust over time.

### 3. **Rose Hip Oil** (Rosa Canina Fruit Oil)

A nutrient-rich botanical emollient that helps soften and condition the skin while supporting the barrier's lipid layer. Rose hip oil is naturally rich in essential fatty acids and antioxidants, which can improve dryness, rough texture, and dullness, giving skin a smoother, more “refreshed” finish.

### 4. **Hydrolyzed Collagen**

A skin-conditioning ingredient that helps enhance surface hydration and softness. Hydrolyzed collagen holds in surface moisture giving skin a “tighter” more “plump” look and feel, which is especially helpful for crepey or dehydrated skin.

### 5. **DMI** (Dimethyl Isosorbide)

A modern, clean delivery enhancer/solvent that helps improve the stability and performance of select ingredients and supports more uniform application. In DEFY, DMI helps ingredients penetrate skin more deeply and distribute evenly across the skin and can improve the overall “finish” and usability of the formula without the heavy feel of many traditional carriers.

Save **30%** on your next order of **DEFY™** at *bio-identix.com*:

Discount code:

**NL-Sub-30**

# Giveaway! Giveaway! Giveaway!

See below for details!

## **LAST DAY TO REFER & WIN!**

Love our weekly newsletter? Share it with friends and WIN BIG! Through today, **February 2, 2026**, the subscriber submitting the **most referrals** to receive our weekly newsletter will win **one of three amazing prizes**.

## **--PRIZES--**

**1<sup>st</sup> Place:** **LMNT Micro-pulse PBM Technology™**: An FDA-cleared, at-home energy-based device delivering red and infrared light therapy using clinically validated **830 nm and 633 nm wavelengths**. (Value - \$700)

- Promotes skin elasticity and boosts collagen production
- Clinically shown to reduce fine lines by **10.05%**
- Increases collagen by **14.74%**
- Improves skin barrier function by **27.21%**
- FDA-cleared for the treatment of **acne and hair loss**



**2<sup>nd</sup> Place:** Two areas of BOTOX Treatment (Value - \$560)

**3<sup>rd</sup> Place:** One Diamond Glow Facial Peel (Value - \$225)

### **--HOW TO ENTER--**

1. **Get your link:** Click the button below to generate your unique "Invite Link."
2. **Spread the word:** Copy that link and drop it in your group chats, email threads, or social media. However you want to share the link works!
3. **Watch the magic happen:** For every friend who joins us, you get a point towards our great prizes. We'll handle the tracking for you! The top three subscribers with the **most referrals** will win!

**Winners will be announced after the contest concludes!**

**Get My Referral Link**

# Galentine's Social

Grab Your Girls  
Get Your...

**GLOW**



- Reserve your appointment on **Friday, February 13**, between **11am - 3pm**. Limited spots!
- GLOW FACIAL: Dermaplane and Hydrating Mask or Glow Peel (beautiful glow with no downtime) PLUS complimentary red light therapy treatment for \$125
- PUCKER UP: celebrate your valentine with Kysse-able lips - 0.5mL syringe for \$350 or Botox lip flip for \$75
- Enjoy \$25 OFF Diamond Glow Facial and 30% OFF DEFY (Bio-regenerative face creme) & Bio-Kana (revitalizing night serum)
- Sips & light bites

**Reserve Spot**

**STAY TUNED!**

*Be on the lookout for our next newsletter, "Indoor Mold: Exposure, Symptoms, Testing & Treatment."*

**Newsletter Archives**



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