

# Clearasil®

## HOW TO LOOK & FEEL YOUR BEST



### Dear Health Educator:

Adolescence—the time when young people enter puberty and begin making the transition from childhood to adulthood—can be difficult for the youngsters who are experiencing the changes firsthand and challenging for those who work with them in the schools.

It's the time when youngsters have an overwhelming need to be liked and look like everyone else; the time when they become very conscious of their bodies and begin to worry about their appearance; the time when they begin to develop an interest in the opposite sex. And, there are the many rapid, dramatic, and often unpredictable changes their bodies are undergoing—growth spurts, weight gain, changing voices, and skin that is prone to acne and pimples.

As a health educator, you know how important it is for young people at this critical time in their lives to understand what is happening to them—and how important it is for them to know what they can do (eating well, getting enough sleep, staying physically active, and practicing good hygiene) to ensure good health and boost self-esteem.

Award-winning curriculum specialist YMI, in cooperation with Clearasil®, is pleased to provide you with this very special teaching kit designed to help your students navigate this difficult period—educating them about the transformation taking place in their bodies, answering frequently asked questions and dispelling myths, and teaching them the best ways to take care of their skin so they can look and feel their best.

The activities in this kit are designed for use with students in the 7th and 8th grades. Please feel free to modify them as you see fit to meet the specific needs and abilities of your students.

As former teachers, we encourage you to share these materials with other educators in your school. Although the materials are copyrighted, you may make as many copies as you need.

Sincerely,

Roberta Nusim  
Publisher and former teacher

Joel Ehrlich  
President and former teacher



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### PROGRAM OBJECTIVES

- To provide skin-care strategies for adolescents as well as knowledge of the science behind skin care
- To help students understand the importance of good hygiene and a healthy lifestyle during puberty
- To engage students in activities that will help them understand and deal with the changes taking place in their bodies at a time of life when their self-esteem faces special challenges

### PROGRAM COMPONENTS

- This instructional guide containing resources, background information, and extended activity ideas
- Five reproducible student activity masters. **Activity 1 is double-sided.** Although you may choose to complete the activities it

contains as a class, side one contains information designed specifically for use with girls while side two is designed for use with boys.

- A colorful and informative wall poster for display in your classroom
- A response card for your comments—the first 50 teachers who return their cards will receive free Clearasil® samples for their students!

### TARGET AUDIENCE

This kit is designed for students in the 7th and 8th grades. The activities can be tailored to the interests and abilities of your students, and should be approached with sensitivity as with all issues of personal concern.

### HOW TO USE THIS GUIDE

Review this teaching kit and schedule the activities to fit into your existing lesson plans. **Activity 1** is designed to engage students in

thinking and talking about the issues associated with puberty. **Activity 2** helps students deal with those all-too-common embarrassing moments encountered during puberty, as well as how issues affecting young people are portrayed in television commercials and print advertisements. In **Activity 3**, students will focus on skin care. They will test their knowledge, do some Internet research, and challenge their classmates' knowledge of the do's and don'ts of caring for adolescent skin. In **Activity 4**, students will use what they have learned to create a poster, brochure, or other product that promotes good skin care. They also will have an opportunity to reflect on what they have learned about this special time of life.

### HOW TO USE THE WALL POSTER

The poster features skin-care information targeted especially to adolescents who are experiencing puberty. Display it in a central location for easy student reference.

## National Health Education Standards: 7th and 8th Grades

<b>Activity 1</b>	<b>Just the FAQ's</b>	• Understanding health promotion concepts
<b>Activity 2</b>	<b>It's For Real</b>	• Using communication skills to enhance health
<b>Activity 3</b>	<b>What's the Skin-ny?</b>	• Accessing and evaluating health information
<b>Activity 4</b>	<b>Spread the Word</b>	• Goal-setting and decision-making

# ACTIVITY 1. JUST THE FAQ'S

This activity is designed to engage your students in thinking—and talking—about the issues associated with puberty and the promotion of good health habits, and would fit well in a unit on hormonal changes. **The master for Activity 1 is double-sided.**

Although you may choose to complete the activities it contains as a class, each side contains information that is gender-specific if you wish instead to discuss the information on it separately.

To introduce the unit, ask students to reflect back on their lives and list the major milestones they have experienced to this point—the first day of school, the first time they rode a bicycle, their first soccer game, etc.

Explain to your students that they are about to enter, or are already experiencing, the next important milestone—puberty. This is the point in their lives when they will begin the process of moving from childhood to adulthood. They will experience many changes during puberty—they will grow, biologically they will become sexually mature, their intellectual capacities will expand, they will begin to learn new social skills, and they will want to become increasingly independent, all while facing a sea of emotional challenges that can leave them feeling insecure.



## PART A.

This quiz will encourage students to start thinking about puberty. The first six questions are the same for boys and girls.

The answers are as follows:

**1. False.** Everyone is different and there is no strict timeline for the changes that take place during the transition from childhood to adulthood. Puberty might or might not take place during the 7th and 8th grades. It also could last anywhere from one to six years.

**2. True.** Different hormones are responsible for different changes, ranging from the growth of the reproductive organs to emotions you will experience during puberty. Hormones that affect the skin may result in acne or pimples.

**3. True.** The sweat glands become more active during puberty. That means good hygiene—bathing regularly, using deodorant, and wearing clean clothes, is more important than ever.

**4. False.** Specific foods won't cause your skin to break out, but healthy skin results from a combination of good skin care and a healthy, balanced diet.

**5. False.** Popping pimples spreads oil and bacteria. It also can leave a nasty scar. Use a medicated acne treatment cream containing active ingredients Benzoyl Peroxide or Salicylic Acid to clear up pimples. A product such as Clearasil® Ultra Acne Treatment Cream can effectively fight acne. It's safe, it works quickly, and it's been proven to make skin clearer in just three days.

**6. True.** While girls and boys will be likely to have a rapid growth spurt sometime between the ages of 10 and 15, girls usually experience it about two years before boys do.

The last four questions on each quiz are gender-specific.

#### THE ANSWERS FOR THE GIRLS' QUIZ ARE:

**7. False.** While the average age is 13, some girls begin to menstruate as early as age 9 and others don't begin until they are 16.

**8. True.** While many factors come into play, hormones associated with puberty and with the menstrual cycle can cause a wide range of emotions—and emotional fluctuations—to appear. Pimples are more likely to occur just before your cycle starts.

**9. False.** You may want to take it a little easier than normal but exercise actually may help to alleviate cramping.

**10. True.** It's normal for girls to gain extra fat—primarily in the breasts, buttocks, and thighs—during puberty.

#### THE ANSWERS FOR THE BOYS' QUIZ ARE:

**7. False.** The amount and distribution of body hair can vary considerably from one person to another.

**8. True.** Testosterone is the hormone that causes many of the changes that occur during male puberty—including the deepening of the voice.



**9. False.** Hormones affect emotions, and hormones are what puberty is all about. Lots of guys have mood swings. It's perfectly normal.

**10. True.** Shaving literally scrapes the dead skin off your face, and it can leave pores raw and open to irritation. After-shave balms such as Clearasil® Skin Clearing After Shave Balm contain calming ingredients to soothe the skin and moisturizers to rehydrate and protect the face.

**PART B.** This activity allows you to address student questions without individuals having to ask them in front of the entire class. Have students develop their questions, using the space on the activity sheet. Give each student two index cards and have them copy one question onto each card. Tell students not to write their names on the cards. Divide the class into small groups (or by gender, if you wish). Collect, mix up and redistribute the cards so that all questions are now anonymous (you may wish to prescreen questions). Have students combine their questions into a “top 10” list to discuss with the larger group. Students will probably discover that they share many of the same concerns.

#### EXTENDED ACTIVITY

The endocrine system includes the glands that secrete the hormones that are responsible for our bodily functions, including those that take place during puberty. Have students team up to develop a “How it Works” display that explains the endocrine system.

## ACTIVITY 2. IT'S FOR REAL

The rapid and dramatic physical and emotional changes your students are undergoing can result in situations that—while they may cause an adult to smile—can seem devastating to a young adolescent.

**PART A.** As students work to develop advice for another student, they also will be working through each situation for themselves. Be sure to allow time for students to share their advice with the class. Assist them as needed, for example, Jerry might say, “Excuse me,” and continue speaking, or handle it with humor and say something like “who was that?” Tell students that the



important thing to realize is that no one is alone—all kids go through these kinds of situations at some point.

**PART B.** Open your discussion by explaining that one reason your students probably see so many commercials and ads for skin products for teens is because having skin problems is a universal and very real problem among this age group. This activity can help your students prepare for **Activity 4**, in which they will be creating their own ideas as a summary of what they have learned.

#### EXTENDED ACTIVITY

Have students create collages from ads they see in magazines showing their idea of “real” kids who could be role models, and tell why they chose them.

## ACTIVITY 3. WHAT'S THE SKIN-NY?

Pimples and acne—your students probably refer to them as zits—are one of the most visible and troubling aspects of puberty. There are lots of reasons why they occur, and there are even more myths about them. This activity master focuses on the issues associated with adolescent skin care.

**PART A.** Answers to the skin-care quiz are as follows:

- 1. True.** Water carries nutrients throughout the body while flushing out toxins that can cause acne and pimples.
- 2. False.** You can use the same products that you use on your face. Just be sure that they are medicated and contain Benzoyl Peroxide or Salicylic Acid. Body acne occurs for the same reasons as facial acne—clogged pores.
- 3. False.** Blackheads happen when a pore is clogged with oil and dead skin cells. The plug looks black as a result of excess pigment, not because of dirt.
- 4. False.** Tans aren't healthy—they mean the skin has been damaged. The best thing you can do for your skin is limit your exposure to the sun. And when you are outside, be sure to use a sun block with a minimum SPF of 15. (Many brands of makeup and face lotion contain SPF 15.)
- 5. True.** To help prevent pimples, wash your face gently with a mild, nonirritating medicated facial cleanser twice a day and after exercising.
- 6. True.** The oil from your hair can promote pimples. Keep your hair off your face, and keep your hair free of oil by shampooing frequently.
- 7. False.** Makeup doesn't cause pimples, but it can clog pores if you don't remove it properly, and that can make acne worse. Consider replacing oil-based cosmetics with products labeled as "noncomedogenic," because they won't clog pores. After removing makeup, get rid of any remaining makeup traces by using products such as Clearasil® Pore Cleansing Pads or Acne-Fighting Wipes.
- 8. False.** When it comes to face scrubs, you need to find your happy medium. Medicated scrubs are very effective, but they can dry out skin if used

too frequently. Generally, using face-scrub products such as Clearasil® Blackhead Clearing Scrub three to four times a week is about right if you have acne-prone skin. On the other days, use a medicated cleanser.

**9. True.** Washing your face too vigorously can strip skin of essential oil, so use a light moisturizer to rehydrate if your skin feels too dry.

**10. False.** It's not sweat, but excess oil that gets trapped that causes pimples. Sweating is an important function of the skin that eliminates part of the body's waste products.



**PART B.** Each student should do some research to develop a list of six more skin-care facts. (Suggest that students keep an Internet address book of useful sites.) Divide your class into two teams and have students pool their facts and develop a set of skin-care questions. (It's okay to use the information from the quiz as well.) Then, have the two teams square off in a game of Skin-care Superstars. The team with the most correct answers wins.

### EXTENDED ACTIVITY

Your students may have been surprised to learn that the skin is an organ. Have students work individually or in teams to learn more about the skin and what it does. Using vocabulary words that relate to the skin and its functions (dermis, pore, sweat, glands, oil, follicle, etc.), have them develop simple crossword puzzles. Then, have a class puzzle challenge.

## ACTIVITY 4. SPREAD THE WORD

This activity will encourage students to put into context what they have learned about how puberty can affect their skin. **Part A** is a group goal-setting activity, while **Part B** provides an opportunity for personal reflection and a chance to "counsel" others on what students have learned. If possible, plan a time when your students can share the informational approaches they develop in **Part A** with students from other classes.

### EXTENDED ACTIVITY

Tell your students it's time to turn the spotlight on themselves. Ask them to make a list of the things they like about their appearance today. Then, ask them to list the physical changes that they are looking forward to during the next few years. Finally, ask them to list the things they like about themselves that have absolutely nothing to do with their physical appearance. There is no need to have your students share the contents of their lists. Instead, encourage them to keep the lists and refer to them as they move through the exciting time of life known as puberty.

### RESOURCES

#### On the Web

The Clearasil® Web site ([www.clearasil.us](http://www.clearasil.us)) contains a good deal of information about skin care, as well as information about products that can benefit young people as they transit through puberty, including:

- The Clearasil® classic line, designed especially for middle school students
- The Clearasil® Total Control line for girls who are slightly older

- The Clearasil® for Men line, designed especially for boys aged 15 and up who are dealing with shaving

#### In Print For Girls

- *Changes in You and Me: A Book About Puberty, Mostly for Girls*, by Paulette Bourgeois and Martin Wolfish. Somerville House, 1998.
- *Girl Stuff: A Survival Guide to Growing Up*, by Elissa Haddon Guest. Harcourt, 2000.
- *Your Body Yourself: A Guide to Your Changing Body*, by Alison Bell, Doreen Virtue, and Lisa Rooney. Lowell House, 1996.

#### For Boys

- *Changes in You and Me: A Book About Puberty, Mostly for Boys*, by Paulette Bourgeois and Martin Wolfish. Somerville House, 1998.
- *Guy Book: An Owner's Manual*, by Mavis Jukes. Crown Books for Young Readers, 2001.
- *The Teenage Guy's Survival Guide*, by Jeremy Daldry. Little, Brown & Company, 1999.



Clearasil®



# ACTIVITY 1. JUST THE FAQ'S (GIRLS)



Puberty. If you're like most girls your age, you've probably given quite a bit of thought to what's happening with your body right now. And it's all just beginning. As you make the transition from a kid to an adult, your body is going to undergo many dramatic changes.

You might have a few growth spurts. You might even feel some actual "growing pains." You may gain weight. Your breasts will develop. You'll get your period. And, you'll probably get zits.

You know you can count on Clearasil® to clear up the zits—but what about the rest of the stuff that's happening?

Think you know it all already? Then check out this quiz...

## THE PUBERTY QUIZ

**PART A.** Answer these questions by writing a **T** or **F** on the line in front of each statement.

- \_\_\_ 1. Puberty takes place only during the 7th and 8th grades.
- \_\_\_ 2. Hormones play a big part in puberty.
- \_\_\_ 3. Body odor can become a problem during puberty.
- \_\_\_ 4. Eating too much chocolate or greasy foods can cause pimples.
- \_\_\_ 5. Popping it is the best way to get rid of an occasional pimple.
- \_\_\_ 6. During puberty girls generally have growth spurts before boys.
- \_\_\_ 7. All girls get their period by the time they are 13.
- \_\_\_ 8. Hormones can cause mood swings and make your face break out.
- \_\_\_ 9. If you exercise when you have your period, you are more likely to have cramps.
- \_\_\_ 10. It's normal for girls to get extra body fat during puberty.



\*You can hide your pimples and heal them at the same time with Clearasil® Tinted Acne Treatment Cream.

## **PART B.** I'VE BEEN MEANING TO ASK...

There's one thing about puberty—everyone goes through it. And, many of the same things happen to everyone. All girls will begin to develop breasts, for example, although not everyone will develop at the same rate, and not everyone will wind up being the same size.

Use the space below to write the top two questions you have about puberty. Don't worry—anything you write will remain anonymous. Your teacher will tell you what to do.

1. \_\_\_\_\_  
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2. \_\_\_\_\_  
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### WHY DO I HAVE PIMPLES?

During puberty, your oil glands are working 24/7. Excess oil, trapped by dead skin cells, causes clogged pores. That leads to the growth of bacteria that causes pimples.

### WHAT CAN I DO TO FIGHT BACK?\*

Use medicated products containing Benzoyl Peroxide or Salicylic Acid to unclog pores and fight bacteria.

### BUT CAN I PREVENT PIMPLES?

Probably not entirely, but using a medicated cleanser every day can help prevent *and* clear up pimples.



# ACTIVITY 1. JUST THE FAQ'S (BOYS)



Puberty. If you're like most guys your age, you've probably given quite a bit of thought to what's happening with your body right now. And it's all just beginning. As you make the transition from a kid to an adult, your body is going to undergo many dramatic changes.

You might have a few growth spurts. You might even feel some actual "growing pains." You may gain weight and become more muscular. You'll get hair on your face. Your voice will change. And, you'll probably get zits.

You know you can count on Clearasil® to clear up the zits—but what about the rest of the stuff that's happening?

Think you know it all already? Then check out this quiz...

## THE PUBERTY QUIZ

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- \_\_\_ 2. Hormones play a big part in puberty.
- \_\_\_ 3. Body odor can become a problem during puberty.
- \_\_\_ 4. Eating too much chocolate or greasy foods can cause pimples.
- \_\_\_ 5. Popping it is the best way to get rid of an occasional pimple.
- \_\_\_ 6. During puberty girls generally have growth spurts before boys.
- \_\_\_ 7. All guys will eventually get hair on their backs.
- \_\_\_ 8. Testosterone is the hormone that causes voice changes.
- \_\_\_ 9. Only girls have mood swings during puberty.
- \_\_\_ 10. Shaving can cause whiteheads to appear.

## PART B. I'VE BEEN MEANING TO ASK...

There's one thing about puberty—everyone goes through it. And, many of the same things happen to everyone, although they won't happen at the same time for everyone. Boys' voices will change, for example, although not everyone's voice will get deeper at the same time. You'll begin to grow body hair, and you will eventually begin to shave.

Use the space below to write the top two questions you have about puberty. Don't worry—anything you write will remain anonymous. Your teacher will tell you what to do.

1. \_\_\_\_\_  
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2. \_\_\_\_\_  
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### WHY DO I HAVE PIMPLES?

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### WHAT CAN I DO TO FIGHT BACK?\*

Use medicated products containing Benzoyl Peroxide or Salicylic Acid to unclog pores and fight bacteria.

### BUT CAN I PREVENT PIMPLES?

Probably not entirely, but using a medicated cleanser every day can help prevent *and* clear up pimples.



\*Clearasil® makes a line of products—Clearasil® for Men—designed specifically for guys who are beginning to shave.

# ACTIVITY 2. IT'S FOR REAL

You've probably had your share of awkward and embarrassing moments—times when you just weren't sure what to do or how to handle a situation. Well, we've got some bad news and some good news for you...

**First, the bad news:** It's time to get real—now that you're entering puberty, there are sure to be even more of those awkward and embarrassing moments. You're going to be changing and growing quickly, and sometimes it can take some time to adapt. It's just one of the stages in life that everyone goes through; your parents and your older siblings did, and your younger sisters and/or brothers will, too.

**Now for the good news:** You aren't just becoming physically mature—you're getting smarter, too! Between the ages of 10 and 15 is when most young people start to develop the ability to think abstractly and reflectively. To put it more simply, younger kids tend to think in terms of the concrete—the “what is.” At your age, you are probably beginning to think about the “what might be.”

## PART A. ADVICE FROM THE EXPERTS—YOU!

Who is better able to understand the problems of being a kid going through puberty than another kid going through puberty? Put your advice-columnist hat on, put those new brain cells to work, and tackle these tough questions. In the space provided, explain how you would respond to the following two situations:

- Jerry is giving an important speech at a school assembly. Just as he gets to his most important point, his voice cracks. What would you say to Jerry and how would you suggest that he handle the situation?

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- Shauna is looking forward to the party on Saturday. All her friends will be there, and she even got a new outfit to wear because she wants to look her best. But when she looks in the mirror on Friday, she sees zits...lots of zits. What would you say to Shauna, and what advice would you give her?

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## PART B. WHOSE REALITY SHOW IS THIS?

There are lots of ads in magazines and on TV that are aimed at, and feature, kids like you—ads for clothes, ads for cell phones, ads for makeup, and ads for skin-care products like Clearasil®, for example. How many of the kids in these ads do you think are “for real,” and how many do you think are “too ideal” (kids who look so good you just *know* they've never experienced any of those embarrassing situations you might have had)?

In the space below, list examples of ads that are “real” and ads that are “too ideal,” in preparation for a class discussion about the image of teens that is fostered in the ads and commercials you see.

“Real” \_\_\_\_\_

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“Too ideal” \_\_\_\_\_

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Clearasil®'s new Ultra Acne Treatment Cream Fights pimples faster. It's clinically proven to give you clearer skin in just 3 days.



# ACTIVITY 3. WHAT'S THE SKIN-NY?

Did you know that your skin is an organ, just like your heart or your liver? Not only is it an organ, it's the biggest one you have. That means you don't just need to take care of your skin so you'll look good—it's important for your health, too—and keeping your skin clean and healthy is a great confidence booster.

## ALL ABOUT SKIN

**PART A.** Before you can begin to take good care of your skin, you need to know *how* to do it. How many skin-care facts do you know? Take this quiz to find out. Write a **T** or **F** on the line in front of each statement.

- \_\_\_ 1. Drinking lots of water is good for my skin.
- \_\_\_ 2. I need to use different products to treat the zits I get on my chest and back from the zits I get on my face.
- \_\_\_ 3. Blackheads are little bits of dirt that stick in pores.
- \_\_\_ 4. A suntan is a sign of good health.
- \_\_\_ 5. I should wash my face more than once a day to help prevent pimples.
- \_\_\_ 6. Keeping my hair off my face can help to prevent pimples.
- \_\_\_ 7. Wearing makeup causes pimples.
- \_\_\_ 8. It's not possible to overuse a face scrub.
- \_\_\_ 9. Washing my face until it's "squeaky-clean" can dry out my skin.
- \_\_\_ 10. Sweating causes pimples.

## PART B. TEAM UP ON ZITS

Do some Internet research to find six more facts about skin and skin care to set up a Skin-care Superstars game. (A good place to begin your research is on the Clearasil® Web site at [www.clearasil.us](http://www.clearasil.us), which posts the answers to many skin questions.)

Use the space below to list your facts. (Be sure to write down the source where you found each of your facts, too.)

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Check out [www.clearasil.us](http://www.clearasil.us) and take the **Clear Skin Quiz** to find out exactly what you need to do to take care of your specific skin type.

# ACTIVITY 4. SPREAD THE WORD

## **PART A.** SHARE WHAT YOU KNOW

Let's go back again to that good news about puberty:

Remember...you're getting smarter. It's time to put that brainpower to work again and share what you've learned about how to look and feel your best. Work with the members of your team to develop a poster, brochure, or another means of communicating the ideas behind good skin care for kids going through puberty.

Use the space below for planning your project: What medium will you use? What points will you make? Who on your team will be responsible for what duties?

The title of our project will be:

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The medium we will use for our project is:

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The focus of our project will be:

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My team assignment is:

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The main points we will include are:

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## **PART B.** PERSONAL PERSPECTIVE

Think about the things you've learned and thought about as you've worked through the activities you've completed. In the space below, write a note to a younger brother, sister, or friend with advice you think they will need as they begin to experience puberty.

*Dear* \_\_\_\_\_,

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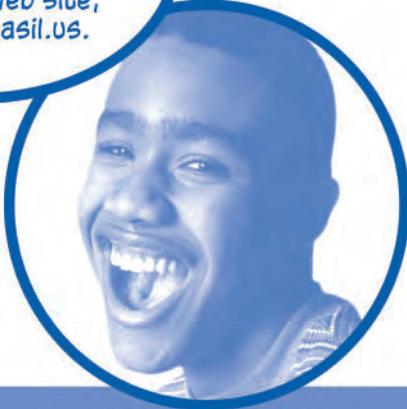
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You can get expert answers to your skin-care questions in the **Ask the Expert** section of the Clearasil® Web site, [www.clearasil.us](http://www.clearasil.us).



# SEVEN STEPS TO CLEAR AND HEALTHY SKIN

- 1** Always protect your skin from the sun with a minimum SPF 15 sunscreen.
- 2** Drink plenty of water (8-10 glasses a day) and eat a healthy, balanced diet with lots of vitamin-rich foods.
- 3** Exercise regularly and get a good night's sleep. Leading a healthy lifestyle is an important part of having a healthy body and feeling good about yourself—and that includes keeping your skin healthy.
- 4** Keep your skin clean. Wash your face with a medicated cleanser in the morning, before going to bed, and after exercising.
- 5** If you're prone to acne, use a face scrub that contains acne-fighting ingredients three to four times a week.
- 6** Avoid using greasy or oily cosmetics and greasy or oily conditioners or treatments on your hair.
- 7** Touch your face less and wash your hands more. Don't pick, poke, squeeze, and scratch as you look at yourself in the mirror. The more you traumatize your skin, the greater your risk of scarring. Use Clearasil® skin-care products to cleanse, prevent—and treat—pimples.



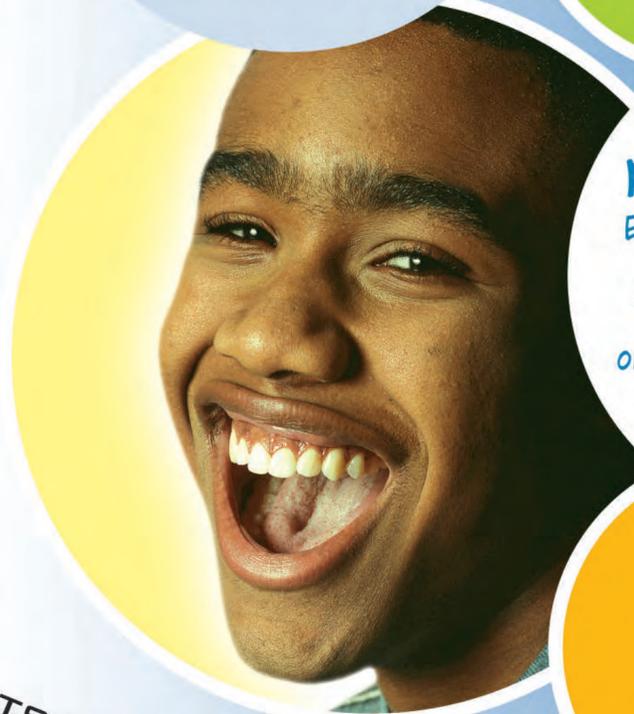
## Why do I have pimples?

During puberty, your oil glands are working 24/7. Excess oil, trapped by dead skin cells, causes clogged pores. That leads to the growth of bacteria that causes pimples to become red and inflamed.



## What can I do to fight back?

There's a whole arsenal of medicated products at your command—creams, pads, astringents, wipes, cleansers, and scrubs. Those containing Benzoyl Peroxide or Salicylic Acid will help unclog pores and fight the bacteria.



## But can I prevent pimples?

Everyone gets pimples from time to time, but using a medicated cleanser every day will help prevent new ones from forming, and clear up existing ones faster.



CLEAR SKIN - CLEARASIL®...THE PRODUCTS THAT WORK FOR YOU

Clearasil®



WWW.CLEARASIL.US