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## SENSITIVE VS ROSACEA SKIN

### Understanding the Difference

By Shannon Esau, CEO and national educator at Rhonda Allison Cosmeceuticals

Although sensitive and rosacea skin are among the most common skin challenges professionals face (affecting millions of Americans combined), there are many misconceptions surrounding these two skin types. While they display some similar symptoms — like redness, swelling, inflammation, itching, and stinging — the two are often misdiagnosed, which leads to ineffective treatment.

Being able to differentiate between truly sensitive skin and rosacea is the only way to map out an effective course of action and safely restore a client's skin to optimum health.

#### Identifying Sensitive Skin

Skin is a reactive mechanism that responds to various elements and disturbances inside and out; and to a certain extent, all skin has a degree of sensitivity. It is the level of reaction that determines whether a skin is truly sensitive or not.

Truly sensitive skin is one that easily reddens, is sensitive to touch, and experiences frequent rashes or other irritations. Sensitive skin also tends to be thinner, and more prone to fragile capillaries than average skin.

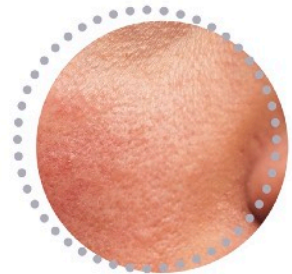
With relation to skin topicals, most sensitive skins are typically reacting to inferior ingredients or formulations, such as those that contain dyes, preservatives or perfumes. In this case, it is not a chronic issue, rather a reaction that typically subsides once the offending element has been eliminated and inflammation is calmed.

#### Detecting Rosacea Skin

Rosacea is a chronic and progressive disorder that may first be noticed as redness on the cheeks, nose, chin, or forehead that comes and goes. There are different stages of rosacea and skin changes as it progresses to further stages. Initially frequent blushing or flushing of the skin and moving into more of a permanent redness and thicker more irritated epidermis.

While the cause of rosacea is officially unknown, some research has attributed it to poor circulation, sluggish lymph, genetic predisposition, digestive disorders, bacteria, and mites attached to cells. It's a systemic issue and will often require a deeper root issue be addressed in addition to treatments designed to bring the skin back to optimal health.

While there's no "cure," early diagnosis will prevent the disorder from developing to stage three and may be more easily managed.



## Determining the Right Treatment Plan

Treating sensitive and rosacea skins will require a personalized approach to fit the exact needs of each skin.

### Treating Sensitive Skin

Sensitive skin is all about strengthening, feeding and gentle rejuvenation. Retinols are a great choice for rejuvenating this skin but more importantly is rebuilding and strengthening. Using papaya enzymes, mandelic acid and milk proteins along with infusing vitamins and nutrients is the best approach.

A series of advanced targeted facials and progressive treatments will begin to strengthen skin integrity and desensitize the skin, bringing it to a less reactive state. Rejuvenating peels also offer a good support to this type of skin, as the regeneration stimulates new, healthy cells to surface.

### Treating Rosacea

Rosacea skin typically tolerate BHA's better than AHA's. In the treatment room, the goal for rosacea clients is to reduce redness and sensitivities without over stimulating the underlying inflammation. This is achieved primarily through the use of "rosacea friendly" ingredients, and through targeted facials and peels, as well as techniques that increase overall circulation like, O2 applications, LED, and stimulating the lymphatic system.

Flower acids provide cellular support as well as exfoliation. These are excellent for rebuilding and

supporting rosacea skin. Salicylic acid offers healing and rejuvenation giving you a great tool for rosacea. Stimulating lymphatic flow will also work wonders for those challenged by rosacea or inflammation. When the lymph is clogged, it becomes more difficult for



the body to purify and cleanse itself, the effects of which can become visible in the skin.

Generally, you can get more aggressive with rosacea skin depending on stage and skin needs.

For treating sensitive and rosacea skin, look to ingredients that provide the antioxidant, antibacterial, anti-inflammatory, and skin-building support, such as:

- + Retinaldehyde
- + Mandelic acid
- + Stem cells
- + Essential fatty acids
- + Epidermal growth factors
- + Sea buckthorn oil
- + Rhodiola root extract

While there is overlap between treating these two skin types, proper diagnosis is key. Know the signs of each issue and share that knowledge with your clients. Proper home care and lifestyle choices will impact skin health and if clients know the triggers to avoid and how to properly care for their skin between appointments, you'll be better equipped to reach your shared goal of restoring skin to optimal health.

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For more information visit [RARosaceaRescue.com](http://RARosaceaRescue.com) or [RACBR.com](http://RACBR.com)

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