
If You Notice... Read...

If you notice...	Read
A shelf full of bottles and no idea what each one does	Ch. 1, p. 3; Ch. 14, p. 125
An ad with a “92% saw...” figure	Ch. 3, p. 21
Uncertainty about which sunscreen to choose and how much to apply	Ch. 4, p. 31
You want to start a retinoid, or one is making your skin flake and burn	Ch. 5, p. 41
Dry, tight skin after washing	Ch. 6, p. 51
You’re unsure whether to buy vitamin C, niacinamide or acid serums	Ch. 7, p. 59
You’re taking collagen, biotin or “sunscreen” pills	Ch. 8, p. 69
You’re considering an LED mask, laser, botulinum toxin or filler	Ch. 9, p. 77
Acne after twenty, on the chin and jaw	Ch. 10, p. 89
Brown spots, melasma, dark marks after acne	Ch. 11, p. 99
You’ve used mixed or unlabeled whitening creams	Ch. 11, p. 99; Ch. 12, p. 107

If you notice...	Read
Red, burning, itchy skin with many products	Ch. 12, p. 107
Persistent facial redness, episodes of flushing	Ch. 12, p. 107
Deep lines, sagging cheeks	Ch. 9, p. 77; Ch. 13, p. 115
Your child is following an online skin care routine	Ch. 14, p. 125
A changing mole or a sore that won't heal	Ch. 1, p. 3; Ch. 4, p. 31; Ch. 13, p. 115
You're pregnant or breastfeeding	Ch. 1, p. 3; Ch. 5, p. 41; Ch. 10, p. 89; Ch. 11, p. 99
