



**ACNE-FREE. GUARANTEED.**

Why acne is a part of your life  
and how you can change it.

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## Table of Contents

American Skin. ....	1
Acne Factors. ....	2
Ten Commandments of Clear Skin.....	11
Balance Your Diet. ....	13
Supplement Your Diet. ....	27
Don't! ....	30
Acne Skincare.....	32
Appendix A.....	36
Appendix B.....	43

## **American Skin.**

I've been in the daily skincare practice since 1978. For more than a decade, I provided my services in Russia, but then I moved to the United States in 1990. Since moving to the States, I have found an astonishing difference between "Russian skin" and "American skin."

In my childhood and my professional career in Russia, I saw very few girls and women with acne. Acne was almost non-existent. When I began my skincare practice in America, I was surprised to find that acne was the most common and challenging concern for girls and women. The contrast with my previous experience was puzzling.

It doesn't take long to realize that acne correlates to the Western lifestyle. It's a problem primarily only found in Western society.

**WHY?**

Well, it's important to realize that even though acne manifests through your skin, it's not a skin issue. Instead, your body has lost its inner balance. If we pinpoint what precisely in our lifestyle is causing this phenomenon, we can learn how to quickly restore the balance and get rid of acne once and for all.

Let's explore.

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# Acne Factors.

Three underlying factors lead to acne:

## **Factor 1.** Genetic.

While there isn't an acne-related gene mutation, there is a tendency for acne to run in families. Some families may have a genetic tendency to overproduce sebum or dead skin cells, contributing to acne formation. Primarily, genetic factors refer to the over-sensitivity of the oil gland receptors to even the slightest elevation in hormone levels.

## **Factor 2.** Hormonal.

Specific hormonal changes or imbalances can cause excess sebum production. Most commonly, this occurs in teenage skin. Still, the same conditions can occur during puberty, pregnancy, post-pregnancy, after going on the pill, after coming off the pill, right before the menstrual cycle, right after the menstrual cycle, during menopause, etc. Any physiological phenomena associated with hormonal changes may contribute to acne-prone skin.

### **Factor 3. Toxic buildup.**

One of the functions of the skin is toxin elimination. When harmful or excessive substances (toxins) are eliminated from the body, they may “choose” to pass through the skin on the way out.

The more toxins you have, the higher their contribution to your acne, as more toxins will go through the skin, contributing to toxic buildup. The sources of toxins are junk food, refined carbs, polluted air and water, yeast-related foods, sugar, dairy, etc.

All three factors must be present for acne to manifest: **genetic, hormonal, and toxic buildup.**

I often hear, “My doctor told me that my acne is hormonal. What can I do about it?” Or, “My acne is genetic. There is nothing I can do.”

My response is, “So what?! To have acne, you need all three factors in place! Not one, not two, but three!”

True, you can’t control hormonal and genetic causes, but you also can’t have acne without ALL THREE factors, and one of the three IS controllable!

## **Controllable vs. non-controllable.**

While genetic and hormonal factors are non-controllable, the third toxic factor is entirely controllable. Don't worry about non-controllable factors. What's controllable is enough to be acne-free.

Note that I didn't mention bacteria anywhere among acne factors. Wait, isn't acne a bacterial infection?

Well, it is, and it isn't. The bacteria are not the cause of your acne. It's the environment that allows otherwise harmless bacteria to multiply and cause acne. That "perfect" environment for the bacteria is the root cause of your acne.

So, **the toxic factor is the only fully controllable factor** at your disposal. Let's consider some causes of toxic buildup:

- **Nutritional deficiencies.** If your body does not have sufficient energy or building materials to eliminate toxins and keep your system balanced adequately, a toxic environment will result.
- **Food intolerance** refers to hypersensitivity or difficulty in digesting certain foods. We are born with enzymes. Each type of enzyme is designed to break down a particular food. However, due to various reasons, we may lack enzymes. The body can no longer digest a specific food that requires the

enzyme. We become hypersensitive or intolerant to certain foods. The body's reaction results in extra toxins that have to be filtered and expelled via the organs of elimination, including the secondary channels—your lungs and skin. This may lead to rash, acne, eczema, as well as to constipation, headaches, migraines, nausea, vomiting, emotional imbalance, etc.

- **Incorrectly practiced skincare.** Using harsh skincare products, products not matching your skin condition or age, mimicking routine that presumably helped somebody else, etc.
- Sleep is a mini-detoxification period needed for the body to eliminate toxins. **Insufficient sleep** will result in toxins being reabsorbed into your system to later be expelled through your skin. That's why a lack of sleep contributes to your acne.
- Some other causes are **congested liver**, clogged and sluggish bowels (**constipation**), **dehydration**, **harsh medicines**, and **stress**.
- **Junk food**, refined carbohydrates, dairy products, and hydrogenated fats generate high levels of toxins. Your body is just trying to cure itself, eliminating toxic waste via the skin pores.
- **Candida** is a yeast-like microorganism that dwells inside the digestive system, stimulated by antibiotics, acid foods, and refined carbohydrates (such as sugar and white flour). Candida overloads liver and intestines, as well as other

organs of elimination, which, as we already know, directly correlates to acne. Many acne sufferers have an excessive amount of candida in their bodies. Eliminating candida will result in a remarkable improvement to their skin and health condition in general. Controlling candida significantly reduces acne breakouts.

**As you see, acne has a few contributing factors, and each has quite a few underlying causes. So, where do we begin? Which is the most important?**

As I mentioned in the beginning, throughout my childhood and my skincare career in Russia, I saw very few girls and women with acne. Acne was almost non-existent.

Acne seems to correlate to the Western lifestyle. It's a problem primarily only found in Western society.

So, what is it in our lifestyles that makes the difference? Which factor is the most important?

Genetic?

No. Genetic variations are the same.



Hormonal?

No. Events and circumstances that trigger hormonal changes are the same.

Toxic buildup?

Closer, but can we pinpoint more precisely?

Let's go through toxic causes one by one, in an attempt to find the difference.

**Nutritional deficiencies.** In Russia, food choices were poor. These limited choices came with significant nutritional deficiencies.

**Incorrectly practiced skincare.** People everywhere practice skincare incorrectly.

**Insufficient sleep, constipation, dehydration, stress.** Our lives have plenty of these.

**Food intolerance.** Just about the same, with one prominent exception—dairy products. Dairy products in America are highly processed to the extent of chemical modifications of the underlying amino acids. The changes are numerous and

complex. As a result, we don't have enzymes that break down the proteins. Instead of being a source of quality nutrition, dairy products become toxic, and many people develop food intolerance to them. This toxicity also facilitates the development of candida, which is bad news for our health in general, and acne in particular.

**Junk food.** Here we are. In Russia, we had none. No junk food was available in any form.

Is it possible that junk foods are causing an **acne epidemic**? If yes, what exactly is “junk”?

Everybody knows that junk foods include salted snack foods, sweet desserts, fried fast food, and sugary carbonated beverages. Many know that foods such as hamburgers and pizza are also junk food. However, you'll be surprised to learn that many foods considered healthy are, in fact, junk. For example, farm-raised salmon, chicken saturated with antibiotics and hormones, even whole wheat bread prepared with commercial yeast, not to mention a favorite—bagels. We'll explore this subject in detail shortly.

Is it possible that food choices separate a life free of acne from a life where acne is a painful phenomenon for so many?

## **Another difference.**

I also realized that there was one more striking difference.

In Russia, despite people being very poor and lacking basics, it was customary and necessary to go to an esthetician weekly. It was like brushing your teeth in the morning. And even those girls and women who didn't visit an esthetician weekly, still always came for a facial immediately when blackheads showed up on their skin. Nobody walked around with blackheads. Thorough cleansing prevented acne infection, and pimples never developed.

Indeed, taking care of acne-prone skin is a must: cleansing, removing blackheads, and tightening pores. However, don't confuse external care with fixing the root cause. Only taking care of the root cause, which means eliminating the acne-friendly environment, will help get rid of acne once and for all.

Before we consider practical steps, let's take a look at two different approaches.

## **Conventional vs. holistic approach.**

There are two approaches to acne—conventional and holistic.

The conventional approach considers acne a problem of the skin and

focuses on symptoms (excessive oil production, reducing pain from cysts, drying skin if it's too oily, killing bacteria with antibiotics, etc.). The conventional approach provides a “Band-Aid” solution rather than solving the root cause of the problem.

The holistic approach focuses on the disbalance of systems of a body that leads to the formation of acne. Restoring the body to a state of inner balance eliminates acne once and forever, rather than masking it. The symptoms are an indicator that something is wrong. In fact, from a holistic point of view, acne is essentially a cure, not a disease! It's your weak body's reaction to the high levels of toxins that are threatening it. The body is desperately trying to cure itself, and it manifests in acne.

When you approach acne holistically, clear skin is one of the side effects of restoring your inner balance.

**Are you ready to take the steps necessary to achieve this inner balance?**

# **Ten Commandments of Clear Skin.**

## **1. Wash your face daily.**

- Use appropriate cleanser.
- Change daily: towel, pillowcase.
- Wipe with alcohol: your phone daily; somebody else's phone before use.
- Keep a shaver in alcohol; wipe with cleansing pads after each use.

## **2. Moisturize your face.**

- Dehydration triggers the skin's defense mechanism—the body starts making too much oil, the unhealthy sebum responsible for acne.
- Dehydrated skin invites bacteria to multiply.

## **3. Don't use base/foundation.**

- Foundation clogs the pores, makes it impossible for the skin to breathe, and invites all kinds of skin troubles.
- If you feel like you can't skip foundation, at least wash it off nightly, and put on a moisturizer in the morning.

## **4. Drink lots of water.**

- Not drinking enough water contributes to the skin's dehydration. The best way to have healthy drinking habits is to always carry water with you.

**5. Eliminate toxic foods from your diet.**

- Wrong foods will create toxic buildup and trigger hormonal imbalance.

**6. Balance your diet to include the right foods.**

**7. Optimize your digestion.**

- Overcoming constipation is crucial (not only for skin).
- Cultivate friendly bacteria.
- Maintain healthy alkaline/acid balance.
- Minimize acidic foods; increase alkaline foods consumption.
- Increase raw foods and healthy carbs; decrease fatty and protein-intensive foods.
- Establish a candida-free environment.

**8. Normalize sleeping habits. Reduce stress.**

- Sleep for at least 8 hours. Sleep deprivation is detrimental to your skin.
- Control stress using various relaxation techniques (exercise, breathing, fresh air, sun-bathing, etc.)

**9. Don't touch your face.**

- Don't squeeze or pop pimples by yourself.
- Avoid touching your face with your hands.

**10. Supplement your diet.**

- Take probiotics daily.
- Consider taking a zinc supplement.
- Make sure to get your daily supply of omega 3s, omega 6s, and omega 9s. Consider taking fish oil.

## Balance Your Diet.

Before filling our bodies with nutrition, we need to stop eating toxic foods. Toxic foods produce extensive toxins, damaging various systems of the body. They also amplify acne; hence we call them acne amplifiers. If you don't minimize them or even eliminate them from your diet, there is not much you can do about your acne. It will come back again and again.

### Acne Amplifiers.

- **Dairy products.** Filled with hormones, loaded with antibiotics, containing indigestible proteins, causing intolerance, dairy products are destructive to your body.
  - **Instead,** consider nut milk and cream, seed butter, soy products. **In my practice,** clients who stop eating dairy products always have their acne improved and completely cured over time.
- **Sugar.** This is a chemical element rather than food. Candida loves sugar. Take processed and added sugar out of your diet to the extent you can. Avoid sodas and other sweetened drinks. Stay away from anything that has fructose, glucose, lactose, maltose, sucrose, sorbitol, monosaccharide, polysaccharide, etc.
  - **High fructose corn syrup.** This is artificially made

sugar. It's used to sweeten most processed foods. It may be dangerous for us! Avoid all artificial sweeteners!

- **Instead**, consider stevia, berries, dates, etc.
- **White flour, white rice, processed or refined food.** Any refined grains result in a toxic buildup in the body. Chemically refined carbohydrates are sugars and act like sugar. They are harmful to your health in many ways.
  - **Instead**, consider 100% whole grains.
- **Gluten grains.** Wheat, barley, and other gluten grains are not always harmful. They are only a problem if you've developed an intolerance to them. Nevertheless, many individuals are indeed intolerant to gluten. If this situation, there are alternatives.
  - **Instead**, consider non-gluten grains or grain-like vegetables: amaranth, buckwheat, millet, oats, rice, quinoa, etc.
- **Hydrogenated oils.** This is pure poison. These oils clog up your liver, spleen, kidneys, disrupt nerve functions and mental balance, and create toxic buildup. Avoid anything that contains it. This includes margarine, donuts, mayonnaise, hydrogenated and partly hydrogenated oils, vegetable oil, and processed foods.
  - **Instead**, consider cold-pressed extra virgin olive oil, cold-pressed coconut oil.



- **Meat.** Meat contains hard-to-digest proteins and harmful toxins. Also, it's full of antibiotics and hormones that are disruptive to hormonal balance.
  - **Instead,** consider organic chicken, turkey, fish. Besides, many vegetables have superior proteins, without toxins, antibiotics, or hormones.
- **Anything you are allergic or intolerant to.** It may be gluten, peanuts, dairy, soy products, eggs, or anything else for that matter. To identify these foods, you need an allergy test in case of allergy and an elimination diet in case of intolerance.

## **Balanced Diet.**

Food provides the energy of life, at least on a physical plane. Our physical well-being depends on this energy.

Let's reconstruct an ideal diet. You may not reach it fully, but you have to know that the closer you are, the healthier you are, the clearer your skin.

There are four dimensions of food that we must understand: **carbohydrates** (carbs), **protein**, **fat**, and **fiber**.

## **Carbs.**

There are two types of carbs: simple (think of sugar, fruits, etc.) and complex (think of anything coming out from grains).

We've all heard that carbs are bad for our health and, besides, they make us fat. You may be surprised to hear that this is one of the greatest misconceptions of all times. However, it's essential to realize where this misconception is coming from.

When industrialization spread throughout the food industry, producing mass quantities came with the need to transport goods over longer distances. It became critical to increase the shelf life of manufactured products. As a solution, the process of refinement was introduced. It quickly became widespread because refined products had a significantly longer shelf life. Complex carbs were replaced with refined carbs, and it was “automatically” assumed that these are the very same carbs, just better, and for that matter with longer shelf life.

Due to industrialization, for the whole world, the terms carbohydrates and refined carbohydrates became synonyms. However, consumers weren't even aware of the replacement. They were just overjoyed that food was becoming cheaper and cheaper.

After much observation and research, it gradually became apparent that carbs were harmful and made people sick and obese. It became praiseworthy to minimize carbs and even avoid them. This is how the notion of “bad” carbs came into being and became widespread.

Now it seems astonishing, but for over a century, it didn’t occur to anyone that refined carbs were drastically different from the wholesome complex carbs. This very difference was the culprit, not the carbs per se!

The misconception lasted for so long that it became ingrained in the hearts and minds of generations. However, this fallacy has since met its end, but it has survived its death and is still alive and well among the general public! Despite all the evidence, after being misinformed for generations, people still refuse to believe the truth!

So, what is the truth?

Refined carbs are indeed harmful to you and will make you fat and even obese. They will also affect your skin too.

At the same time, wholesome complex carbs are the optimal and healthiest source of energy for a human being. Their

contribution to clearing your skin can't be overestimated.

Ideally, wholesome carbs should comprise 80% of your total calorie intake. Practically speaking, this is referring to whole grains, legumes, vegetables, fruits, etc.

The remaining 20% of your caloric intake should be comprised of 10% protein and 10% fat.

### **Refined vs. Wholesome.**

You should never have any refined or processed grains. They are damaging to your health and your skin. Don't just minimize them—ELIMINATE them.

Is rice healthy?

White rice is refined rice. Unless it clearly states 100% brown rice, don't use it.

Is Spelt bread healthy?

Only 100% whole Spelt bread is healthy. Ingredients must explicitly mention 100% whole Spelt.

## **Protein.**

Another great myth is that animal protein is superior to plant-based protein. This myth was born from a faulty study (animal protein was declared complete, and plant-based protein as incomplete), picked up by the media, and maintained mostly by the powerful animal industry. The study was debunked immediately, but the world already was convinced otherwise.

In reality, grains and legumes contain proteins that are superior to animal proteins in many aspects!

Practically speaking, the best way to eat protein is not to pay any attention to protein! Grains, beans, vegetables—all have proteins that are superior in quality and balanced.

The only problem you may run into is if you follow your “old” eating habits. The problem with meat, poultry, and fish is that they provide inferior protein, which can lead to adverse reactions and increased toxic buildup in high quantities. Simply minimize or, better, eliminate fleshy proteins from your diet.

## **Fat.**

Too much inferior protein is not the only problem with animal foods. They also provide too much fat, especially the most

harmful kind (saturated fat). Keeping in mind that the healthiest fat intake is 10%, notice that beef derives 60% – 80% of its calories from fat, chicken 30%–50%, fish 5%–60%.

**To balance your diet, simply minimize “bad” foods and maximize “good” foods. The "good" food diet should be close to 80% carbs / 10% protein / 10% fat ratio.**

### **Fiber.**

Fiber is crucial for proper digestion. It removes all of the toxins that have accumulated in your digestive tract.

However, as long as you stick close enough to the 80/10/10 formula, you don't have to worry about fiber. It will be there in perfect quantities.

A simple prescription for health overall, as well as for clear skin:

- Non-processed, non-refined, wholesome foods
- Minimize dairy products and animal food products (that have no fiber!)
- Have enough non-starchy vegetables (that will give you perfect amount of fiber)
- Have enough grains and starchy vegetables (that will provide you with superior energy)

## Examples.

Keeping in mind **80/10/10** as an ideal ratio (80% carbs, 10% protein, 10% fat):

- Rice: 85/8/5.
- Potato: 89/10/1.
- Corn: 80/12/8.
- Beans: 70/26/4.

**Green light!** (As the ratios are close enough to 80/10/10)

- Beef: 0/34/66.
- Chicken: 0/72/15.
- Tuna: 0/34/66.

**Red light!** (As the rations are too far from 80/10/10)

**A green light tells you that you can have as much as you want of that.**

**A red light tells you that you should have a little of that. You don't have to avoid it. Just make it less.**

Your diet will never be precisely 80/10/10, but you have to be close enough to this balancing formula.

However, to clear your skin, consider at least temporarily eliminating everything processed, refined (white flour!), dairy, sugar, and yeast.

Any grain must be 100% whole. Any flour must come from 100% whole grain. No refined, processed, or isolated ingredients allowed.

It must explicitly state “whole,” and if not—it’s not whole. “Wheat flour” is processed flour. Stay away.

“Organic Spelt flour” is not health food. It’s junk unless it’s 100% whole Spelt flour, organic or not.

Is “whole grain wheat cereal” healthy?

A title can be misleading. Take a look at the list of ingredients. “Wheat flour” and “whole grain wheat” are listed as separate ingredients. “Wheat flour” means processed, junky flour. Do not let the presence of whole-grain wheat confuse you. Remember, avoid all processed foods by all means, no matter what they are combined with!

The lesson: Always check the ingredients label! Make sure you understand every single ingredient and that it does state “100%



whole” next to every grain or flour!

### **Don't believe your eyes.**

Take a look at a milk label. One bottle has 3% milk. The other container has 2% reduced-fat milk.

We already know that fat content above 10% is not so good for you (okay, make it 20% to be lenient). So, 2% and 3% are excellent, right?

Well, let's calculate real fat content. There is the line “Calories 150, Calories from Fat 70” on the label, which indicates a “per serving” amount. Each serving is 240ml. It comes out that 240ml contains 150 calories altogether, and 70 calories of those 150 are coming from fat. That makes it  $70/150 = 47\%$  fat.

So, you thought that 3% was 3%, didn't you?

Well, “3%” is 47%!

Okay, what about reduced-fat milk?

Running a similar calculation shows  $45/120 = 38\%$  fat.

Whole milk is 47% fat per calorie count, and 3% fat per weight count. Reduced-fat milk is 38% fat per calorie count, and 2% fat per weight count.

Two accounting systems mixed up on one label—per calories, and per weight!

Why?

Presumably, to confuse you. 2% and 3% seem healthier than 38% and 47%, don't they?

But don't manufacturers know that count by weight is meaningless? That it has nothing to do with health? That only the calorie count is meaningful health-wise?

Yes, they do. Yet, they modify the number to mislead you into thinking that it's healthy.

Ignore claims “reduced fat,” “low fat,” “healthy,” “natural,” and the like. Go straight to a nutrition facts panel, take notice of serving size, total calories (per serving), and calories from fat (per serving). Divide calories from fat by total calories, multiply by 100, and you'll get the actual fat content. The number ideally should be below 10, and it is also generally okay when it's

between 10 and 20. But beware that sometimes manufacturers manipulate the serving size to play tricks on us, so make sure that serving size makes sense.

Some labels may surprise you even more. You can find “zero fat” olive oil in a supermarket. You may ask, isn’t oil 100% fat? How can 0 be equal to 100? How can it say 0 calories, 0 calories from fat, 0 fat, 0 everything? Should you believe your eyes?

Here is a trick. The law allows foods with less than half a gram serving size to be labeled as having no fat. This is how 100% of fat legally becomes fat-free. Welcome to the legal reality. Fat itself is shamelessly labeled as “fat-free,” “zero fat,” “zero calories.”

### **Menu for the skin.**

Here is a sample part of the menu that benefits the skin:

[Omegas and selenium]

- Three portions of organic, wild salmon (weekly).
- Three avocados (weekly).
- Five Brazil nuts (daily).

[Detox]

- Smoothie or juice (daily).
- Fermented veggies (for example, fermented cabbage; daily).
- Fermented juice (for example, rejuvelac; daily).

There are many details to the menu. Contact us to find out more (contact info is on the last page).

## Supplement Your Diet.

With acne in mind, there are three types of supplementation that we are to consider: **probiotics**, **fish oil**, and **zinc**. These three are directly related to your skin's health and visibly benefit your skin in most cases.

### Probiotics.

There are hundreds of “magical” bacteria species that inhabit our digestive system and are responsible for a miracle of digestion. These live bacteria are called probiotics.

At times, you may use antibiotics to fight off an infection, for example, acne bacteria. It may be helpful, but there is a side effect: antibiotics kill the friendly bacteria. With weakened digestion, toxic buildup dramatically increases. How does this reflect on acne? Of course, in the long run, acne is reinforced!

With a weakened digestive system, the danger of candida growth increases, aggravating acne even more (not to mention other health problems).

Does this mean that we should never take antibiotics?

No. We don't have to avoid antibiotics. We should instead take them only when we need them.

To offset the negative effects of antibiotics on the digestive system, we take probiotics. The probiotic bacteria support digestion, prevent the harmful bacteria from multiplying, enhance the immune system, and increase resistance to infection.

Antibiotic is not the only reason your intestinal flora may require probiotic reinforcement. Maintaining a poor, imbalanced diet may also make your friendly bacteria deficient. Of course, balancing your diet helps, but in the meantime, probiotic supplementation may be beneficial.

Remember a simple idea: when there is a lack of friendly bacteria in your digestive system, the digestion process is deficient. Deficient digestion leads to toxic buildup, which almost always facilitates acne. To normalize your digestion process is one of the first things to take care of for any health problem in general, and for a skin problem, like acne, in particular.

### **Fish oil.**

Essential fatty acids (EFA) like Omega-3s, Omega-6s, and Omega-9s are found in cold-water fish like salmon, flax oil, sunflower

seeds, soybeans, and walnuts. Until you see the results you are looking for, to ensure the quantity and the quality of needed EFA, a commercial supplement may be preferable than food sources.

## **Zinc.**

Needed for the absorption of vitamin A, healing wounds, forming skin collagen, and boosting the immune system, zinc is found in oats, legumes, seeds, nuts, dark chocolate, and whole grains. Until you get the results, to ensure the quantity and the quality of needed zinc, a commercial supplement may be preferable over other food sources.

## **Don't!**

There are a few conventional acne treatments widely available, which in most cases, make acne even worse. Let's consider some of them.

### **Antibiotics.**

On the surface, it makes sense. Antibiotics kill bacteria. Acne is bacteria, hence antibiotic kills acne.

In real life, killing bacteria doesn't eliminate the problem that causes acne to begin with. Therefore, any improvement can only be temporary.

### **Benzoyl peroxide.**

Acting like an antibiotic, benzoyl peroxide kills bacteria and dries the skin. This produces even more sebum to compensate for the dryness, which will likely lead to more acne breakouts. Any relief is temporary.

Besides, if everything goes right, acne bacteria are essential for keeping the skin flexible. Destroying the bacteria can damage the skin's flexibility and make you look older.



## **Vitamin A derivatives.**

One typical example of a Vitamin A derivative is Accutane. Accutane is a poison that eliminates the production of sebum. However, the production of sebum is a symptom, not the cause of acne. Acne will likely come back when you stop taking Accutane.

More importantly, Accutane has disastrous side effects. Its damage is difficult to overestimate. It's dangerous. Just read the documents that they make you sign when you consider this option.

## **Glycolic acid.**

Some products contain a pair of active ingredients: Benzoyl peroxide and glycolic acid.

Benzoyl peroxide kills the bacteria by drying the skin, and glycolic acid exfoliates the dryness. This causes dryness and irritation, yet the problem is not solved. Such a solution can indeed reduce acne symptoms in the short term, but in the long run, this approach is useless, just like those we described earlier.

Besides, glycolic acid damages blood vessels and weakens the connectivity tissue, which makes your skin sag and look old. This damage is difficult to correct.

# Acne Skincare

In the previous chapters, we got to know acne's biggest secret: it has nothing to do with skin. To simplify, we may state that acne is a "side effect" of lifestyle in general and diet in particular. We can control acne with diet.

Now it's time to ask an obvious question:

What does acne have to do with skincare?

The answer is not apparent.

Yes, we can control acne with diet. But here is the catch:

Dietary changes may be impractical. Many people know what they should and shouldn't eat, but how many of us comply?

This is the first doorway for acne skincare: it helps offset the consequences of a less-than-ideal diet.

Okay, but what if you do keep your ideal diet?

We have to make a vital distinction. There is acne itself, and there are damaging consequences of acne. Diet can help with acne itself - it will stop. However, diet can't undo the damage that has been done by acne already.

What are the damaging consequences of acne?

Blemishes and scars. If you've also taken some harsh acne medicines, there may be additional damage: dry skin, irritation, broken capillaries, rosacea, etc.

This is the second doorway for acne skincare. It handles damaging consequences of acne, those that we've mentioned. They need to be undone, which may take time and patience.

I want to emphasize something that I already explained in the previous chapters. Even a teenager with raging hormones won't develop acne if the diet is right. But if acne does develop, it must be taken care of ASAP, before it does its damage to the skin. For teenagers, it happens fast and is difficult to undo (though possible).

So, what are skincare products that help with acne?

- A specialized cleanser is essential. It's different from a regular one, as it has anti-bacterial agents, and its pH level is adjusted accordingly.
- Anti-bacterial pads may be necessary for more effective anti-bacterial action. Bacteria in pores must be eliminated if an infection is present (which is not always the case).
- Scar removal serum sets up the environment where bacteria can't settle and helps get rid of scars.

- Scar treatment does the heavy lifting for scars when they are deep.
- Custom moisturizers are designed to fix various skin damage types, though their main action is moisturizing and balancing the skin.
- Scrub removes dead skin cells. A specialized acne scrub is different from a regular one because its action is smooth, nonabrasive.
- Masques may have a dual purpose: tightening the pores (large pores welcome infection) or purifying and deep cleaning.

Skincare for acne is a highly professional skill and must be handled one case at a time. It always involves a unique, custom combination of products and suggested dietary changes.

## **Conventional approaches to acne are counterproductive.**

Remember: Acne is a cure, not a disease. It's a warning sign that something is wrong, out of balance in your body. The body is trying to cure itself, and it manifests in acne. Once you help your body heal itself by other means, the acne will simply disappear.

We've described some principles that have helped you to understand your acne and perhaps diminish it.

But your face is unique. There is no other skin exactly like yours. **Skin reflects complex processes that transpire in the body. There is no one-for-all magic formula. However, there is a unique formula that will make your skin beautiful. Let us help you discover this formula.** For a free consultation, contact us:

WhatsApp/Call/Text: +1-732-430-SKIN (7546)

Email: ask@Ladore.me

Website: <http://Ladore.me>

# Appendix A.

## **Skincare Simplified, by Dora.**

### INTERVIEWING SKINCARE EXPERT.

*Pharmacist, chemist, nutritionist, and skincare specialist, Dora has given her advice to the Lakewood community for over twenty years. Today we're focusing on one of the main areas of Dora's expertise – skincare.*

***Hi Dora. How are you? Can you tell us how long you have been involved in skincare?***

I've been doing skincare professionally since 1978. You can do the math! Skincare is a unique field for me because I've been busy with it daily, no matter what else I've been involved with.

***Dora, I have an odd question for you. I've seen on your website that my ideal skincare regimen consists of a dozen of products. Let's say somebody doesn't have time or money and wants to buy one product only – which one would it be?***

First of all, we have to agree that we're talking about non-problem skin. Only non-problem skin can enjoy simple

rules that I'll try to formulate.

***What exactly is non-problem skin?***

It's just exactly as it sounds, skin with no problems: clean, not too dry, not too oily, not itchy, with no acne, rosacea, or eczema.

***Okay, but before we focus on non-problem skin, what could be said about problem skin?***

When the skin has problems, no simple rules apply. We must customize either regimen or products.

***Agreed. Non-problem skin. One product only. What will it be?***

Moisturizer. A great moisturizer.

***Which one? I've counted a dozen moisturizers on your website!***

It depends on age. **HYDROBIOTIC HERBAL CREAM** for 17-22. **AQUAGUARD OPTIMUM CREAM** for 22-27. **COLLAGEN BIO-HYDRATING NIGHT CREAM** for 27-40. **BIO-RESTORATIVE NIGHT CREAM** for 40 and up.

***And for those younger than 17?***

If they have dry skin, HYDROBIOTIC HERBAL CREAM is beneficial. One of the reasons teenagers have acne is that their skin is too dry.

***Okay, I've got moisturizer. Let's say I want to upgrade and get the 2nd product, in addition to a moisturizer. What will it be?***

Scrub. To be used once a week.

***I was ready to hear a few other options, but I didn't think of scrub! What makes it so valuable that it's more important than so many other skincare products?***

Its main job is to take off a layer of dead skin. This dramatically amplifies the effect of moisturizer on your skin. That's why it's the next option after you've got moisturizer.

***I've seen a few scrubs on your site. Which one are we talking about?***

The universal one for generally non-problem skin, called **MICRODERMABRASION ENZYME SCRUB**. Anyone younger than 27 can have its cheaper version – **PHYTOAROMATIC EXFOLIATING SCRUB**.



***Okay, we've got moisturizer and scrub. If we decide to extend our menu and get the 3rd skin product, which one will it be?***

Now it depends on age. Between 15 and 27, you should get cleanser (even though you generally don't use moisturizer until 17, cleanser is already a good idea a few years before that). Anybody above 27 should get serum. But I want to explain something about a cleanser. First of all, you never use cleanser in the morning. Only at night! Second, when I answered on your earlier questions, and you got moisturizer and scrub, it doesn't mean that you don't use cleanser. It rather means that it doesn't matter which cleanser you have, so the cheapest one you get in any drugstore will do. However, now that we are extending up to the 3rd skincare product, I want you to get a superior quality cleanser, and that's going to be **MILD SILKY CLEANSING GEL.**

***But if it's so crucial at this point, why only until 27? Why not after 27 too?***

That's because when you're older, your skin is thinner, and is cleaned easier, so, priority-wise, it's more important to get serum. It's not that cleanser is not essential after 27, it's just that any cleanser more or less can do the job, and if you want me to choose for you based

on priorities, I'll give you serum and not cleanser.

***Got it. And which serum will you give to those over 27? I've seen a dozen of serums on your site!***

A secret about serums is that you should always alternate them. You never use just one serum! I have at least a dozen serums available. Once you finish your serum – get a different one! Serum is a miracle product. It penetrates deeper skin layers and functions inside of cells. Various serums employ different mechanisms of action, benefiting skin in many ways. My five favorite and most advanced serums are **TOTAL DEFENCE MARINE COLLAGEN SERUM, ALL-IN-ONE AGE-DEFYING SERUM, AGE REVERSE MULTI PEPTIDE SERUM, MATRIXYL 3000+COQ10, and HYALURONIC ACID & ARGIRELINE SERUM**. When you alternate them, the synergetic effect on your skin is nothing short of magical.

***So, I've got moisturizer, scrub, and serum if I am 27+, and I've got moisturizer, scrub, and cleanser if I am younger than 27. Now, if I am deciding to extend the skincare menu and get the 4th product, which one would it be?***

Day cream! After we've taken care of more important stuff, on our priority list, skin protection is now of the

essence. We need to protect our skin from sun-rays and make-up. Superior day cream with sun protection is the next item you should get.

***Which day cream should it be?***

It depends on age. **AQUABIOTIC DAY CREAM** for 17-23, **DERMAGUARD OPTIMUM CREAM** for 23-27, **MULTI-PEPTIDE REVITALIZING DAY CREAM** for 27-40, and **HYDROGUARD** for 40+.

***Okay, let's get the 5th product now. What is it?***

If you 're younger than 27 and you have non-problem skin, there is nothing else that you may need. If you're 27+, let's finally get cleanser. It will clean your skin much better than any other cleanser you have been using until now. To answer your next question, if you want to add a 6th product in your regimen, and you're 27+, get an eye cream! It's called **BIO-PEPTIDE FIRMING EYE CREAM**. And if you are 40+, you should also get eye serum, in addition to eye cream. It's **EYE REPAIR PEPTIDE COMPLEX (EYE SERUM)**.

***So all these are the skincare products and their priorities, in case of non-problem skin – correct?***

Yes. When it comes to skin problem, I can also formulate a few simple rules, but at the end of the day, I wouldn't advise relying on them. For problems, products or regimens must be customized, one case at a time.

***Thank you, Dora, for sharing a more profound look into the wisdom of skincare!***

## Appendix B.

### **Acne Skincare Simplified, by Dora.** INTERVIEWING SKINCARE EXPERT.

*Pharmacist, chemist, nutritionist, and skincare specialist, Dora has given her advice to the Lakewood community for over twenty years. Today we're focusing on Dora's approach to acne, which has shown legendary results in our communities.*

*I'd like to push the boundary that we establish in our previous interview. You explained that for non-problem skin, you could formulate a few simple rules that every woman can follow. These rules were the focus of that interview, indeed. However, for problem skin, we always need an expert, as no simple rules would suffice.*

*Furthermore, you explained that non-problem skin is clean, not too dry, not too oily, not itchy, with no acne, rosacea, or eczema.*

*What I'd like to do now is to go into some "problem" areas, and see to what extent we can handle them without an expert, without professional customization of regimen or products.*

***First, let's take acne. Let's say, I am calling you, asking for help with acne. What are your thoughts at that moment?***

First, I would ask your age. Not that age is meaningful by itself, but it helps me to make some assumptions. For example, if you are a teenager, an assumption is that we deal with acne itself: pimples, blackheads, and bumps. If you're older, it's not just acne; we often deal with blemishes and scars too.

It's a crucial distinction that I need to make: **acne itself** vs. **the consequences of acne** vs. **the effects of wrong treatment of acne**. The consequences of acne may include blemishes and scars. The effects of improper treatment of acne may include dry skin, red skin, purple skin, etc.

I make assumptions based on your age, and then I'll ask you questions to verify the assumptions, for example:

- Do you have pimples?
- Do you have scars and blemishes?
- What exactly have you done for your acne until today?
- If you used OTC or Prescription medications, you will most probably give affirmative answers to the following questions:
  - Is your skin dry or even very dry?

- Is your skin red or purple?
- Is your skin irritated?

***Okay, so you have to know if I have 1) acne itself, 2) consequences of acne, or 3) effects of acne's wrong treatments. You ask me questions that help clarify which of the three I have - correct?***

Yes, exactly.

I would also ask you to send me a picture of your face. If you're younger than 17-18, you usually have some pimples, and even if you also have scars - they are not deep. I'd like to see the extent of the problems.

***So, which cases would be easy enough to establish some simple rules, and what would the rules be?***

First let me tell you which cases can't be simplified and need an expert opinion. It's when your skin is red, or purple, or irritated. I would need to customize your products and regimen. There is no way out.

Otherwise, I can formulate the rules.

First of all, most probably you need a facial. Facial in my dictionary is not just a procedure that helps eliminate

blackheads (though it's also essential - Do you have any? This would be another question to ask.) By facial treatment, I mean extraction of blackheads, peeling off dead skin layers, and deep moisturizing treatment. What makes facial crucial is that after the proper facial treatment, all skincare products work much better – in any age, for any skin in general, and for acne skin in particular.

***Is facial a must? Would you refuse to go further if somebody doesn't want or can't do a facial?***

Not at all. As I said, after the proper facial treatment, all skincare products work better. Much better. However, they still work without facial, though less efficiently. Without facial, achieving results takes more effort, more time, and more money. However, sometimes facial is not practical. For example, we can't insist that a girl who is 11-12 years old would go through facial treatment. It takes some maturity that comes with age (and life experience) that helps a girl agree on such a procedure and tolerate it gracefully.



***But one has to come to your spa a facial - correct? So we're talking about those who live near your office?***

No. Of course, we can do it in our spa. But you also can get a DIY **Advanced Facial Kit** and do it at home by yourself. We've got quite a few happy clients who preferred this option (especially during social distancing).

***Okay, so we're done with facial. What's the next step?***

For acne itself, you need a cleanser, moisturizer, spot pads, scrub, and masque.

- The **cleanser** is **CLEARACNE WASH**.
- **Moisturizer** is:
  - **HYDROBIOTIC HERBAL CREAM** for dry skin, and
  - **HYDRONYTE CREAM** (or **SKIN RENEWAL DAY CREAM**) for oily skin.
- **Scrub** is **PHYTOAROMATIC EXFOLIATING SCRUB**.
- **Spot masque** is **BLEMISH CONTROL EUROPEAN MASK**.
- **Spot pads** are called spot pads because they go on spots - on pimples (i.e., not on the entire face).
  - For oily skin, spots pads are AM Pads - **NATURAL ACNE CONTROL PADS (A.M.)**.
  - For dry skin, spot pads are Combo Pads - **AM/PM Pads Combo**.

Masque is applied overnight, and it's a spot masque. It goes on pimples only and helps fight infection.

So, the **morning routine** is as follows:

- Washing face with plenty of water
- Spot pads
- Moisturizer

The **night routine** is as follows:

- Cleanser
- Moisturizer
- Spot masque

Scrub you use **once a week**. It's always beneficial to get rid of dead skin. It's not acne-specific, but the acne regimen works much more efficiently when you use scrub weekly.

***So this was for acne itself. What if I also have scars and blemishes?***

Then you add **serums** and **PM Pads**.

**BLEMISH CONTROL PADS (P.M.)** is the title for **PM Pads**.

They are used at night and go on the entire face, in

contrast with spot pads that we described earlier). PM Pads are different from AM Pads (though look identical). They specifically address scars and blemishes.

**Serums** is one or two of the following four:

- Derma-corrective serum, which comes in two variations:
  - **DERMA-CORRECTIVE COMPLEX FOR OILY SKIN**
  - **DERMA-CORRECTIVE COMPLEX FOR ALL SKIN TYPES** (for the skin which is closer to dry; it's gentler than the one for oily skin.)
- **ACNE SCAR REMOVAL COMPLEX**
- **PROBLEM-SOLVING COMPLEX**
- **AGE TOTAL RETINOL PLUS SERUM 2%**
  - This is not your regular retinol encountered in some prescription creams, damaging blood vessels and making skin purple. We use natural, vegan vitamin A precursor instead.

**Alternate serums!** Begin from Derma-corrective (it may last a few months), and then alternate, if you still have acne. Serums address different problems inside the cells. For old scars and blemishes Problem-Solving and Scar Removal complement the action of Derma-corrective.

Derma-corrective comes in two flavors. The one for oily skin is stronger. The one for dry skin ("for all skin types" on the label) is gentler, though the action is the same.

Now the **morning routine** is as follows:

- Washing face with plenty of water (no cleanser in the morning!)
- Spot pads (on pimples)
- Serum (for example, Derma-corrective)
- Moisturizer

The **night routine** is as follows:

- Cleanser
- PM Pads (all over the face)
- Moisturizer
- Spot masque

***So, we've got the regimen. But how long does it take?***

It depends not only on the skin, but also on how long it took to develop acne and acne-related damage. If you got a few pimples just yesterday, and decided to take care of them today, it will take you a few days to fix it up.

However, if you ignored the problem for years, or used improper treatments, be prepared for a longer journey.

But we have one more secret weapon that can speed up the results when it comes to scars. If you practice your regimen for a month, and you still don't detect visible effect with your scars, get the most effective tool - **SCAR MASQUE KIT**. It's a powerhouse when it comes to stubborn scars. They call it Russian masque, due to its extreme effectiveness, though it's not more or less Russian than everything else. After applying Scar Kit, continue with your regimen, and you'll be surprised how fast the visible results will manifest.

### ***What about acne that comes in older age?***

The older you are, the less chances that you have acne. But it happens. The regimen is similar for any age. It's easier to pinpoint what's different.

Instead of one moisturizer which is used twice a day, you would need day and night creams (as the skin with age needs more protection provided by day cream): **HYDROBIOTIC HERBAL CREAM** as a night cream, and **AQUABIOTIC DAY CREAM** as a day cream, until the age of 27.

For 27+, I would combine acne regimen and Anti-Aging regimen, but this goes beyond our simple set of rules and must be custom.

To summarize, we have the following:

- Just for acne, you need cleanser, moisturizer, spot pads, scrub, and spot masque.
- For acne with scars and blemishes, you need cleanser, serum(s), moisturizer(s), spot pads, p.m. pads, scrub, and spot masque.
- For scars and blemishes (with no acne), you need cleanser, serum(s), moisturizer(s), p.m. pads, and scrub.
- For younger girls with acne (11-12 years old), I would only give cleanser, scrub, and moisturizer. Usually, other products are unnecessary.

***What is the most common mistake that one may make applying the rules you've explained?***

It's interesting that very often people don't get the basics right. Namely, they can't distinguish correctly if the skin is dry or oily. They may think it's oily, while it's dry. They perceive clogged, dirty, flaky skin as oily, yet in reality it's dry. Accordingly, the regimen they choose is not aligned with their skin.

***So, where is now the boundary between simple rules and expert opinion? Where can simple rules apply vs. customization of the products and regimen?***

The customization must begin with red skin. With redness, the distinctions become subtle. I can still formulate the rules, but I will not do it, because it won't help. You wouldn't be able to figure it out correctly anyway, even with the rules. When the skin is red or purple, perhaps irritated, with rosacea or other similar conditions (for example, after harsh "treatment," which caused harm to the skin) - damaged skin - you need an expert opinion. Everything becomes customized. You must seek out an expert if this is the case.

Another example is when the skin is itchy, without color change. Itchy skin calls for the most effortless customization (if I may use such term). I customize moisturizer, and everything else is the same. It's even tempting to take itchy skin out of the custom category. I wouldn't do so only because it's not easy for people to distinguish between "simple" itchiness and other, more complex types of irritation. I would have to see it, or at least ask some questions about it.

***Can you give an example of an inquiry that resulted in custom regimen, the one that didn't fit into the simple rules patter?***

Sure. Here are the text messages from this morning.

The initial inquiry: *"Hi, I saw your ad. My skin is pimply. Can you help?"*

I asked to send a picture of the face. After the picture came in, here is my response: *"I see. The skin is irritated, with blemishes. Some pimples are infected. Pores very clogged. You need to come for a facial treatment for cleaning the pores, peeling off the dead skin, and deep moisturizing treatment for red, irritated skin. After the treatment, I'll prepare cleanser for you, custom moisturizer to hydrate your skin, a scrub to keep the pores clean, and pads for blemishes and to control and prevent pimples."*

***Thank you, Dora, for sharing your professional secrets to approaching and overcoming acne!***





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