



# Tip of the Month

A Monthly Guide for the Epionce Professional: Practical Tips and Application  
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### Why “Lytic”?



Lytic is a variation of the words, “Keratolytic” and “Comedolytic”.

Lytic comes from the word “lysis”,

which pertains to skin shedding. All Lytic formulas penetrate deeply into the pores to gently smooth surface skin scale and texture without harsh exfoliation and irritation.

### Proven Anti-Aging Benefits



The first major clinical study utilizing the Epionce products incorporated the Renewal Facial Cream and Lytic Tx

in a head-to-head six month study against prescription emollient tretinoin 0.05%. The results? The Epionce regimen provided anti-aging results statistically identical to the prescription retinoid, without irritation reactions or thinning of the skin!



## Lytic Products

*For Gentle and Effective Daily Treatment*

### A Core Epionce Product

The Lytic products are a core part of the Epionce product line. All of the Lytic products incorporate two of the Epionce ingredient technologies: Anti-Inflammatory Technology and Keratolytic Technology. The Lytics help prevent the action and formation of damaging chronic inflammatory factors, the common cause underlying many skin conditions and diseases. They combine a powerful botanical formulation with a unique delivery system to optimally clean out pores, remove blackheads, whiteheads and other mild to moderate acne lesions. Lytics gently remove dead skin cells at the skin surface without aggravating inflammatory skin conditions affected by barrier disruption or vigorous exfoliating formulas.

### Key Benefits of Lytic Products:

- *Decreased redness and skin irritation*
- *Decreased skin scale*
- *Smoother skin contour*
- *Less noticeable pores and scars*
- *Reduction of bumps, blackheads, whiteheads and other acne blemishes as ingredients reduce all four microbes and the yeast known to impact acne*

## Lytic Products: *Learn More*



### Key Ingredients

- Salicylic Acid
- Azelaic Acid
- Willow Bark Extract
- Zinc Pyrithione

**Salicylic Acid** has strong anti-inflammatory, keratolytic and anti-microbial benefits. It is known to be effective on oily and acne-prone skin types.

**Azelaic Acid** provides anti-inflammatory properties. It is known to stimulate collagen and elastin synthesis. It also has a depigmenting effect through tyrosinase inhibition. Azelaic acid is known to be effective on rosacea.

**Willow Bark Extract** provides anti-inflammatory and anti-microbial properties. It also provides keratolytic and depigmenting effects.

**Zinc Pyrithione** has strong anti-bacterial properties. It is known to be effective on eczema, psoriasis and dandruff.

### Tips for Using Lytics

- Wait 5-7 minutes after application of a Lytic product before applying a Renewal Facial product. This allows the Lytic to penetrate to the base of the hair follicle.
- When beginning a client on a Lytic regimen, begin with Lite Lytic Tx and then work up to the stronger Lytic Tx, Lytic Plus Tx or Lytic Sport Tx.
- There can be a purging effect when an individual initially begins using a Lytic. This is due to the microbes on the skin and in the pores being eliminated. This purging should only last 2-8 weeks. Encouraging your client to also use Lytic Gel Cleanser and Purifying Toner will help balance the pH of the skin and eliminate additional microbes.



### The Right Choice

Epionce Lytic Products were tailored for specific skin types. By using the proper amount of activity for skin type, your clients will get their best benefit. Choose the right

product by providing a brief skin consultation to determine which Lytic product is right for them. Remember that product recommendations can be adjusted based on season, climate or changes that can occur in skin over time.

### Lite Lytic Tx

- Dry/sensitive skin
- Elderly and infant skin
- Rosacea and dry skin with hormonal breakouts
- Paraben-free

### Lytic Tx

- For normal/combo skin
- Great for most skin types
- Paraben-free

### Lytic Plus Tx

- Sensitive oily & acne-prone
- Psoriasis patients
- Paraben-free

### Lytic Sport Tx

- Non-sensitive oily & acne-prone
- Stubborn congestion
- A great product for warmer and more humid climates
- Paraben-free



## **Lytic Products: *Let's Role Play***



**Client:** Why do I need to use a Lytic product? Can't I just use a Renewal Facial product instead?

**Epionce Professional:** Both Lytics and Renewals work very well as separate pieces, however using a Lytic before applying Renewal will enhance the effect of the Renewal. Lytics serve a different purpose than Renewal products: they help to reduce redness (inflammation), smooth skin texture and keep your pores squeaky clean! Renewals help to calm damaging chronic inflammatory factors while fortifying and building skin barrier strength. Applying Lytic before your Renewal product helps to pave the way for the Renewals to penetrate deeply into targeted cells in the epidermis. There are Lytic formulations to meet the needs of every skin type, from very dry/sensitive to very oily/problem, acne-prone.

**Client:** How do I know which Lytic is right for me?

**Epionce Professional:** If you are still not sure which Lytic to try, always start with Lite Lytic Tx first to get

your skin used to the Lytic formula, then bump up in strength after the first tube is finished. If you have tried Lytics before and found you couldn't clear completely or your skin had lingering congestion, try the Lytic Sport Tx instead.

**Client:** Why do I need to wait 5-7 minutes after applying a Lytic product to apply a Renewal Facial product?

**Epionce Professional:** It's a good idea to give your Lytic product 5-7 minutes to fully penetrate to the bottom of the hair follicle, to help clean out your pores. This will prepare the skin to help deliver the ingredients of your Renewal Facial product more effectively.

**Client:** I am using a retinol or prescription tretinoin product, can I still use Lytic?

**Epionce Professional:** Yes, it's fine to continue using both products, but we recommend you apply your Lytic at the opposite time of the other product. Using Lytic at the same time as a retinol or prescription tretinoin may cause hypersensitivity in the skin. Lytics may also be used in place of a retinol or prescription tretinoin product.

**Client:** Is it okay to use Lytic for rosacea?

**Epionce Professional:** Absolutely! In fact, one of the active ingredients in Lytics is azelaic acid, an anti-inflammatory ingredient used in many prescription topical rosacea treatment products. Willow Bark extract also helps to reduce bacterial microbes on the skin surface. If you have dry, sensitive rosacea, start with a Lite Lytic Tx. Oilier, pustular types may try regular Lytic Tx or Lytic Sport Tx. Remember to start with cleanser and Renewal to build barrier strength the first one to two weeks, and then add your Lytic application at night, gradually building to twice a day application when you first get started.

# Lytic Products: Let's Review



## Epionce Quick Quiz

1. Why do you need to wait 5-7 minutes after applying a Lytic product before you apply a Renewal Facial product?
2. If someone is using a retinol or prescription tretinoin, can a Lytic be used as well?
3. Which Lytic is best for oilier, pustular rosacea?
4. What two acids are found in the Lytics?

Answers:  
1. To give the Lytic time to penetrate to the bottom of the hair follicle (pore).  
2. Yes, but it should be applied at the opposite time of the retinol or tretinoin, not at the same time.  
3. Regular Lytic or Lytic Sport Tx  
4. Salicylic acid and azelaic acid

## What's New

### Advanced Clinical Trainings

This year take the opportunity to learn from the creator and founder of Epionce, clinical dermatologist, author and international speaker, Dr. Carl Thornfeldt.

Topics will include:

- The Science of Anti-Aging
- New Trends & Technology in Skin Care
- Putting Epionce Into Practice

Interested? Contact your Epionce Account Executive for more information.

### Upcoming Epionce Events

- **September 14, 2015** — Advanced Clinical Training in Columbus, Ohio
- **October 5, 2015** — Advanced Clinical Training in Minneapolis, Minnesota
- **October 16-19, 2015** — Plastic Surgery The Meeting in Boston, Massachusetts

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