

RETINOID 101

A Different Course in Acne Treatment

WHAT ARE RETINOIDS?

Retinoids are acne-fighting ingredients that regulate skin cell turnover to keep pores from clogging and to control acne inflammation.

RETINOIDS vs. THE OTHER GUYS



FIRST CHOICE

Topical retinoids are American Academy of Dermatology's recommended first-line defense against acne.¹



POWERFUL FORMULA

It's the only acne-fighting retinoid FDA-approved for over-the-counter (OTC) use.



MULTI-BENEFIT

Retinoids regulate skin cell turnover to keep pores from clogging and act as an anti-inflammatory agent to reduce acne, redness, and swelling.

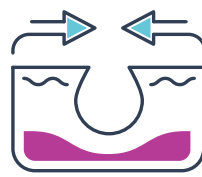
WHAT THEY DO

Unlike other OTC acne treatments, retinoids—*the latest ingredient in the category in more than 30 years*—work at the source.



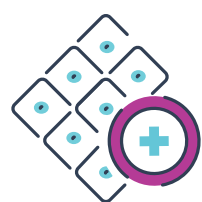
CLEAR

breakouts where they start (deep in the pores)



PREVENT

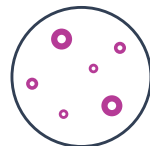
new acne from forming



RESTORE

skin's tone and texture by clearing acne

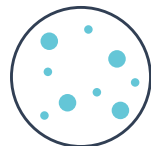
RETINOIDS HELP TREAT



Whiteheads



Occasional breakouts



Blackheads

Ideal for people 12 years of age or older with mild to moderate acne. If pregnant, talk to your dermatologist before use.

HOW TO USE THEM



CLEANSE

Wash with a gentle, non-drying cleanser.



TREAT

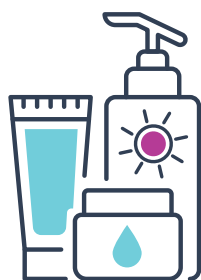
Apply a thin layer of the retinoid product to the entire face once daily.



HYDRATE

Follow with a moisturizer, and don't forget sunscreen if you'll be outdoors.

DO:



- Use daily, even if you don't see a breakout. Consistent use is key.
- Apply a moisturizer to minimize dryness.
- Wear sunscreen and limit sun exposure.

DON'T:



- Wax to remove unwanted hair in areas where a retinoid is applied.
- Use products containing hydroxyl, salicylic, or glycolic acids, or other acne medications as they can cause further irritation.

RETINIZATION



Once you start using a retinoid, your skin may get a little worse before it gets better. This is known as retinization, which is your skin getting acclimated to the retinoid. Retinization typically occurs between weeks 2 and 4, and side effects will lessen with ongoing use. *It's important to stick with it.*

THE RESULTS

2-12
WEEKS

Retinoids are not an overnight fix—some people see results in as little as 2 weeks, but it can take up to 12 for others. With daily, continued use, you can have *consistently clear skin you can count on.*

For more information about Retinoid Education Week,
VISIT DIFFERIN.COM/LEARN/ADAPALENE