

A Clear Guide to Calm, Balanced Skin

What Your Skin Has Been Trying to Tell You

Understanding Your Skin Type & Building
a Routine That Works
The Pure Leaf Glow Method

Moreen | Founder of Pure Leaf Glow


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What Your Skin Has Been Trying to Tell You

Understanding Your Skin Type & Building a Routine That Works

Introduction – A Personal Beginning

For years, I struggled with my skin.

I dealt with breakouts, hyperpigmentation, blackheads, and rough texture. I tried product after product, sometimes spending hundreds of pounds every few months, hoping the next one would finally be the solution.

When things didn't improve, I tried stronger products. At times, I even used harsh treatments in the hope of faster results. Instead of clarity, I experienced dryness, imbalance, and frustration.

The problem was never effort. It was a misunderstanding. I did not understand my skin.

When I began studying how skin actually works, how ingredients function, and how routine structure matters, everything changed. I stopped fighting my skin and started supporting it.

Today, my skin is calmer, more balanced, and healthier than it has ever been. Makeup is now a choice, not a necessity. That freedom matters. Before we begin, let me tell you what this book is not.

**It is not a promise of overnight perfection.
It is not another trend-based routine.
It is not a long list of products to buy.**

This book is about clarity.

By the time you finish reading, I want you to feel:

- **Relieved , because your skin finally makes sense**
- **Empowered , because you understand what it needs**
- **Calm , because you no longer feel pressure to chase extremes**
- **In control , because you can build a routine that works for you**

Knowledge is powerful.

When you understand your skin, you stop guessing and start responding

Chapter-1

Why Most Skin Care Fail

Most people do not struggle because they are careless.

They struggle because they were never taught how to understand their skin properly.

Skincare often fails for simple reasons. Using Products Not Meant for Your Skin Type

A product that works beautifully for oily skin may feel heavy or irritating on dry or sensitive skin. When products do not match your skin's needs, results become inconsistent.

The issue is rarely the product itself. It is suitability.

Over-Exfoliating

In the search for quick results, many people exfoliate too often.

Using multiple acids or scrubs can weaken the skin barrier, leading to irritation and more breakouts. Skin improves with consistency, not aggression. Confusing Oily and Dehydrated Skin

Oily skin produces excess oil. Dehydrated skin lacks water.

Dehydrated skin can appear oily while feeling tight. Treating it with harsh oil-control products often makes the imbalance worse.

Trend Chasing

Skincare trends change quickly. Constantly switching routines prevents the skin from stabilising your skin is not a trend. It is an organ. Consistency builds results. Pause & reflect ask yourself, have I changed products too often? Am I using products because they suit me or because they are trending? Have I mistaken dehydration for oiliness?

Affirmation:

“I release confusion and choose clarity for my skin.”

Chapter-2

Understanding Your Real Skin Type

Understanding Your Real Skin Type

Before choosing products, you must understand your skin's natural behaviour.

Oily Skin

Produces excess oil, may appear shiny within hours, and may experience breakouts more frequently.

Dry Skin

Produces less oil and may feel tight or rough, especially after cleansing.

Combination Skin

Oily in the T-zone and drier on the cheeks.

Sensitive Skin

Reacts easily to new products with redness or irritation.

Acne-Prone Skin

More susceptible to clogged pores and inflammation.

Dehydrated Skin

Lacks water, may feel tight yet appear oily.

Simple Test:

Cleanse your face.
Wait one hour without applying products.
Observe how it feels.

Understanding your skin helps you respond instead of react.

Pause & Reflect

- Which description fits my skin most closely?
- Have I confused oiliness with dehydration?
 - What patterns have I noticed?

Affirmation:

“My skin is not difficult. It simply needs understanding.”

Chapter -3

Understanding the Ingredients Without Confusion

You do not need to memorise ingredient lists.
You need to understand purpose.

Cleanser

Removes dirt and oil. Should not leave your skin tight.

Toner

Prepares the skin. May hydrate or gently exfoliate.

Serum

Targets specific concerns like breakouts or uneven tone.

Moisturiser

Protects the barrier and prevents water loss.

Common Ingredients:

Niacinamide – Supports oil balance and skin tone.
Salicylic Acid – Helps unclog pores.
Lactic Acid – Gently improves brightness and texture.

Choose ingredients with intention, not impulse.

Pause & Reflect

- Do I know why each product in my routine exists?
- Am I layering products without purpose?

Chapter -4

The Pure Leaf Glow Ritual

Structure brings clarity.

The Ritual:

Cleanse: Tone: Treat: Moisturise: Protect

This five-step structure is simple and flexible.

Consistency matters more than intensity.

When you follow structure, your skin becomes easier to understand.

Pause & Reflect

- Is my routine structured or random?
- Am I consistent?

Affirmation:

“I honour my skin with consistency and care.”

If your skin tolerates it well, you may keep one mild treatment, but only if it has never caused irritation.

This week is not about improvement.
It is about stabilising.

Pay attention to:

- Does your skin feel tight after cleansing?
 - Does it become oily quickly?
 - Is there redness or irritation?
- Are breakouts inflamed or calming?

You are gathering information, not chasing results.

When you simplify, your skin has space to communicate clearly.

Week 2 – Introduce One Treatment

Now that your skin has had time to settle, introduce one targeted product if needed.

Only one.

This could be:

- A gentle exfoliating product
 - A balancing serum
- A treatment for uneven tone

Use it consistently, not aggressively.

For example, if introducing an exfoliating product, start 2–3 times a week instead of daily.

Do not stack multiple new treatments.

If you introduce too many changes at once, you will not know what is helping and what is harming.

Your goal this week is observation with intention.

Ask yourself:

- Does my skin feel calmer or irritated?
 - Is texture improving gradually?
 - Are breakouts responding?

Consistency builds clarity.

Week 3 – Observe Patterns

This week is about awareness, not adjustment.

Many people panic too quickly. Skin does not transform overnight.

Look for patterns rather than perfection.

Notice:

- Are breakouts smaller or less inflamed?
- Is your skin less tight after cleansing?
 - Is oil production more balanced?
 - Is hyperpigmentation slowly fading?

If your skin feels worse, ask:

- Did I introduce something too strong?
 - Am I overusing the treatment?
- Am I still consistent with moisturising?

Observation prevents unnecessary changes.

This week builds confidence because you are learning how your skin responds.

Week 4 – Adjust Gently

Now you have enough information to make small adjustments. If your skin feels balanced, continue the routine. If something feels too strong, reduce frequency rather than removing it completely. If dryness appears, increase hydration rather than adding more active ingredients.

Adjust gently.

Avoid dramatic shifts such as:

- Replacing your entire routine
- Adding multiple new treatments
- Doubling product strength

Small corrections are powerful. Skin responds best to patience. Why This Reset Works? This reset teaches you something more important than product knowledge. It teaches discipline.

When you give your skin four steady weeks, you allow it to stabilise.

Stable skin responds better to treatment. Impatient skin stays reactive.

Glow is not built in one week.

It is built through patience, structure, and consistent care.

Affirmation:

“I honour my skin with consistency and care.”

chapter-5

Life Style & Skin

Skincare is external.
Lifestyle is internal.

Both matter, Hydration, Water supports balance.
Sleep: Skin repairs during rest.
Stress: Hormones affect skin response.

Nutrition
Balanced eating supports overall skin health.
Small consistent habits matter more than extremes.

Pause & Reflect

- Am I resting enough?
- Am I supporting my skin through daily habits?

Affirmation:
“My glow begins with the choices I make daily.”

Chapter -6

The 4-Week Reset

Week 1: Simplify
Keep routine basic.

Week 2: Introduce one treatment
No stacking products.

Week 3: Observe
Notice patterns.

Week 4: Adjust gently
Small changes, not dramatic shifts.

Glow is built through patience.

Final Reflection: You now have clarity,
understanding replaces confusion.

Structure replaces guessing.

Your skin journey does not need
urgency. It needs intention.

Final Affirmation:

“I commit to patience. My results will
follow.”