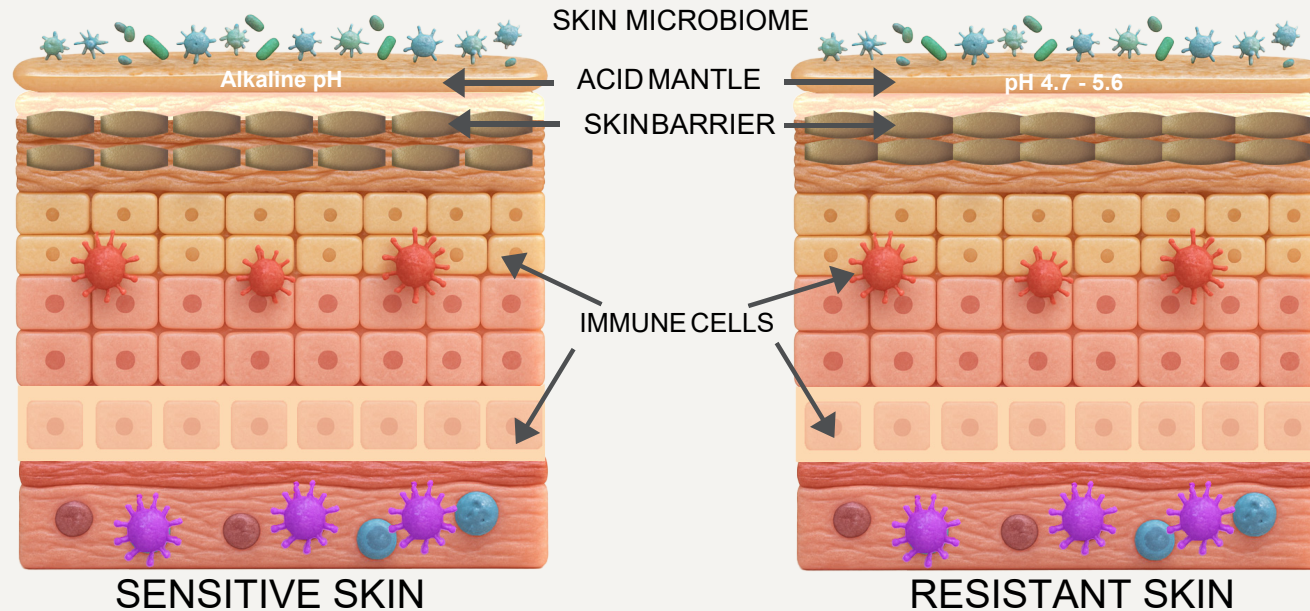


Sensitive Skin vs Resistant Skin



- **ACID MANTLE** -Is alkaline which allows bad bacteria to thrive
- **SKIN MICROBIOME** -Is unbalanced and bad bacteria outnumber good bacteria/normal flora
- **SKIN BARRIER** Gaps form in the mix of lipids holding skin cells together which allows water to escape the skin and irritants to enter.
- **IMMUNE CELLS** Release inflammatory markers which leads to skin inflammation and irritation.

- **ACID MANTLE** -Is slightly acidic which helps balance microbiome
- **SKIN MICROBIOME** -A well-balanced mix of normal flora, bacteria, viruses and fungi
- **SKIN BARRIER** Skin cells are plump and hydrated and held together by a mix of lipids
- **IMMUNE CELLS** fight invading pathogens and send out antibacterial peptides to keep the skin microbiome balanced.