

Your guide to pimples and how to fight them so that you can #STOP HIDING

It's time to #STOPHIDING!

POND'S is passionate about helping young women like you reveal your inner and outer beauty, and are on a drive to uplift your self-esteem and confidence. At this stage of your life, changes in hormones can wreak havoc on your skin, giving you pimple breakouts that can make you super self-conscious and want to hide. This pimple guide will bust any myths about pimples, giving you important information on how to look after your skin and win the fight against pimples so that you can #STOPHIDING!

ABOUT THE POND'S INSTITUTE

THE POND'S INSTITUTE brings together years of experience in skincare science and innovative product formulas through a global network of 700 scientists. For more than 170 years globally and 50 years in South Africa with products designed specifically for South African women.



6 Types of Pimples. Know Them to Fight Them.

The first step in treating pimples is getting a correct diagnosis. Non-inflammatory pimples are clogged pores, while inflammatory pimples are clogged pores infected with germs. Each type of pimple needs to be treated differently.

Whiteheads (comedones)

Usually due to closed plugged pores in hair follicles, whiteheads are a type of non-inflammatory pimple. They are a combination of sebum and dead skin cells that build up in closed pores. Those tiny, painless bumps on your nose are whiteheads.

Blackheads (comedones)

When the closed plugged pores of whiteheads come in contact with outside air, they oxidize and turn a blackish colour, forming blackheads. So blackheads are really whiteheads — sebum and dead skin cells— after they get exposed to air.

Nodules

Large, solid, inflamed and painful lumps beneath the surface of your skin. When germs enters the open plugged pores of your blackheads, the pores get infected. To contain the infection, the skin gets inflamed from the inside and nodules appear on the outside. Nodules can take a while to disappear.

Cystic lesions

Pus-filled lumps that are red, swollen and painful, beneath the surface of your skin. Cystic lesions are another type of inflamed pimples caused by germs, just like nodules. But while nodules are big, hard lumps, cystic lesions are pus-filled and feel like fluid-filled sacs.

Papules

A type of inflammatory pimple, papules are small, red bumps on your skin that are tender to touch. They can get as big as 1cm across. When papules get infected with germs, they form pimples on your face.

Pustules

Pustules are infected papules with pus at their tips. They can also appear on your skin as red swollen bumps, with white or yellow tips.

Now you're familiar with the different pimple types, you'll know what to do next time you spot a bump on your face. Most pimples can be treated with the help of Pond's Pimple Clear except for nodules and cystic lesions. For these, you might need to visit a dermatologist.



The Real Causes of Pimples You Didn't Know

Almost everyone has faced pimples before. But what many don't realize is that hormones and genetics play a part in triggering pimples, and not questionable hygiene standards.

So, what really causes pimples?

Pimples are a disorder of the sebaceous gland, starting from the dermis layer of your skin. When a hair follicle becomes clogged with dirt and excess oil, a blockage is formed. Sometimes, this blockage may not even be visible on the skin's surface. But, this is the root cause of all pimples. From this point, the blockage can develop into any of the 6 different types of pimples.

How does this lead to pimples?

This blockage develops into pimples when germs react with it. Not all germs are bad. In fact, our body co-exists with trillions of microbes and single-cell organisms peacefully. They're not a problem when our skin barrier is healthy.

But when the skin barrier is not in its prime health, we become vulnerable to harmful germs. The germs on the skin react with the excess sebum from the sebaceous glands. And this mixture becomes a heady cocktail that leads to pimples.

When clogged pores get infected with germs, it gets inflamed and forms a pimple. The inflammation is caused by fluid trapped deep inside your skin, while the pimple rises up and expands to form a white, red or yellow-tip spot on your skin's surface.



What causes the germs?

When you're stressed, undergoing puberty or having your menstrual cycle, your body produces more hormones, which can encourage the growth of pimples. But genes also play a part in determining how pimple-prone your skin is. Chances are, if your parents had pimples you might too.

Are pimples caused by not cleansing?

Pimples are not just a result of not washing your face. Most of the time, people who suffer from pimples are so rigorous about their skincare regime, they end up harming their skin instead. While cleansing away dirt and excess oil that clogs pores can help prevent pimples, over cleansing can also cause pimples.

So, cleansing reduces pimples but over cleansing causes pimples?

Yes. Cleansing with the right products can help fight pimples, but overdoing it can cause pimples too. This is because over-cleansing your face strips your face of its natural oils, causing your already overactive sebaceous glands to produce even more oil. When your face feels oily, you're tempted to cleanse more, resulting in a vicious cycle.

Pimple-free skin is all about finding the right balance— like picking the right cleanser for your skin type. You'll need a formula that cleans deep while keeping your skin balanced and hydrated but that's not the only way to get rid of pimples.



Win Your War Against Pimples!

1. Know your pimples

There are six main types of pimples (see page 2) and they each need to be dealt with differently, so choose your solutions wisely.

2. Cleanse your face

The scientists at The Pond's Institute discovered the power of using our first Active Thymo-T Essence. Pond's Pimple Clear uses unique Lock + Clear Technology and works so you can see a visible difference in just 3 days*.

*Starts working instantly. Visible reduction in 3 days.

3. Find your pimple trigger

Some people get breakouts from eating certain foods, while some see pimples bloom after a long phone call. In general, it's best to regularly clean or disinfect the things that come into contact with your face. This includes bed linen, pillowcases, and even your mobile phone. Avoid aggravating your pimples by continuously exposing it to the germs that triggered it.



Win Your War Against Pimples!

4. Fight pimples from the inside

Include pimple-fighting food in your diet for extra ammunition. Fibre-rich food can help to flush out toxins in your digestive system, regulate blood flow and boost the cell renewal process. Food rich in protein and Vitamin A have anti-inflammatory properties and promote the growth of new skin tissues.

5. Stop popping pimples

Whatever the cause of your temptation, popping pimples is still one of the worst things you can do to your skin. It causes wounds that open up your skin to infection, inflammation and permanent pimple scars. Plus, you're throwing away any chance it has of healing on its own!

6. Sleep

Sleep is always the first to be sacrificed when you're stressed, or out having fun. But when you're sleep deprived, the body can take a longer time to heal surface wounds and fight pimple-causing germs in your pores. This might even result in severe pimples.

Taking power naps in the day can help you get enough beauty rest. If you've been powering through the week with very little sleep, make up for it during the weekends.

Achieving pimple-free skin is really about taking a holistic approach best suited to your condition. So try combining the steps above with a simple regime that includes effective facial foams like Pond's Pimple Clear Facial Foam. Soon enough, your pimples will be a thing of the past.



NEW POND'S PIMPLE CLEAR FROM THE POND'S INSTITUTE

Our biggest anti-pimple innovation in 95 years!

Formulated with our first Active Thymo-T Essence, Pond's Pimple Clear uses unique Lock + Clear Technology. Pimple Clear works to leave your skin clear of pimples and see the difference in 3 days*. It's time to #StopHiding.

*Starts working instantly. Visible reduction in 3 days.

The New POND'S Pimple Clear range consists of a Facial Foam and a Leave-On Expert Cleansing Gel. The range is best used twice per day, in the morning and evening, as part of a daily regime.



Take The POND'S Pimple Clear 3 Day Challenge

According to their research, scientists at The POND'S Institute, clears pimples in 3 days* with their Pimple Clear routine; washing your face using the POND'S Pimple Clear Face Wash and POND'S Pimple Clear Leave-On Expert Clearing Gel, twice a day, morning and evening.

*Starts working instantly. Visible reduction in 3 days.

If you suffer with pimples take the POND'S 3 Day Pimple Challenge and see for yourself just how quickly and effectively this duo gets to work. Share your results on social media with #PONDSPIMPLECLEAR #STOPHIDING.

To find out more, go to:

www.ponds.co.za



