

# Welcome to Arithmetic

You've discovered a great weapon against adult acne. But it can't do its job unless you find the determination to use it consistently.

Clearer skin starts by taking small but realistic steps. Here are some tips for getting started with a new skincare routine.

- **This product contains benzoyl peroxide. It's serious stuff.**
- **Start by testing a small amount on a small area of your skin.**
- **At first, use it every third evening. Slowly build up to daily use over a period of 2-3 weeks, if your skin can handle it.**
- Practice good skincare habits every day. You cannot skip weekends or days when you "don't feel like it."
- Have realistic expectations. Visualize your current condition improved by 50-75%.
- Take a "before" photograph to help you document your progress.
- Know that our product can work fast but it's designed for long-term results. Give it up to three months to bring your condition under control.

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## Prepare for Mild Skin Irritation

- Although we designed our product to make acne treatment comfortable, you may experience some skin discomfort.
- If you experience significant pain or irritation discontinue use.

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## Avoid Fabric Bleaching

- This product contains benzoyl peroxide which can bleach fabric.
- Use white towels, bedding, and bedclothes.
- During the day, apply the product carefully after dressed.
- Sweat can carry benzoyl peroxide into fabrics.
- Fabric bleaching is most likely to happen to colored cotton fabrics.
- Bleaching often does not occur in synthetic fabrics like moisture-wicking textiles used in fitness apparel (Nike Dri-FIT, etc.). However be careful when using this product in proximity to any colored fabric.

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## Be Patient With Yourself

- Acne is hard to fight because it never gives up. It's our goal to help you find practical ways to battle acne every day.
- Make a commitment to your new treatment habits. Plan for continuing your routine, even on weekends, when you stay the night away from home, or when you come home tired late at night.
- We know that new habits are hard to form. Life gets busy. If you miss part of your routine, don't stress. Pick up your routine the next chance you get. And be kind to yourself, especially in the first few weeks.

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## Wash or Wet Your Face and Moisturize Two Times A Day

- Even if you have oily or dry skin, get your face wet and moisturize twice a day. If you use a cleanser, use one that's gentle.
- Avoid over-washing your face.
- Never use bar soap on your face. If you find yourself away from your regular products (at the gym or a friend's house), just rinse with water.

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## Hydrate and Protect Your Skin

- Your moisturizer strengthens your skin so it can fight off acne. Each day, your skin faces wind, UV rays, and environmental pollution which can damage your skin and weaken its defenses.
- Moisturizers help oily skin. If you moisturize consistently, your body won't have to pump so much oil into your skin.
- Whenever your face gets wet, follow with moisturizer.
- Get addicted to moisturizer. Your skin does not benefit from being dehydrated. Gatorade helps athletes stay healthy and perform better. Moisturizers are Gatorade for your skin.
- Use moisturizers whenever your skin feels tight. Many people's skin is dehydrated by 2 pm. Consider re-applying.
- Even darker and black complexions need an AM SPF moisturizer.

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## Be Gentle

- Apply products with your hands. Do not use a washcloth.
- Rub gently. Even if your face feels dirty, use a light touch. If you're in the habit of scrubbing, this may take some getting used to. Give a gentler touch a try for at least a week.
- Avoid using scrub products with grit (physical exfoliants).
- Use warm water, not hot, when showering and washing your face.

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## Think About Lifestyle Changes

- Change your sheets and pillowcases, at least once a week.
- For your first week, concentrate on improving your skincare routine.
- Start thinking about ways to improve your sleep, diet, exercise, and level of stress.