

FREE PRINTABLE GUIDE

The Skincare Routine Builder

Find your skin type, then fill in your own AM and PM routine below.

Dry

Feels tight after cleansing, rarely gets oily, may flake or look dull.

Oily

Shiny by midday, prone to enlarged pores and breakouts.

Combination

Oily through the T-zone, normal or dry on the cheeks.

Sensitive

Reacts easily to new products, prone to redness or irritation.

AM MORNING ROUTINE

1. Cleanse

Use a gentle, low-lather cleanser in the morning. Skin doesn't need a deep clean after sleep, just a light refresh.

2. Tone / Prep

A hydrating toner preps skin to absorb serum better. Skip anything with alcohol, it strips more than it helps.

3. Treat (serum)

Vitamin C works well here, it brightens and adds antioxidant protection against the day's UV exposure.

4. Moisturize

Even oily skin needs this step. Skipping moisturizer can trigger more oil production, not less.

5. SPF

Apply generously, about a nickel-sized amount for the face alone, and reapply if you're outside midday.

PM EVENING ROUTINE

1. Cleanse (if wearing makeup)

An oil-based cleanser or micellar water dissolves makeup and sunscreen before your second cleanse.

2. Cleanse again

This is the deeper clean. Double cleansing at night removes what the first step alone leaves behind.

3. Treat (retinol, exfoliant, or serum)

Nighttime is when actives like retinol work best, skin repairs itself overnight without UV interference.

4. Moisturize

Look for a slightly richer formula at night to support skin's natural repair process while you sleep.

5. Lip / eye treatment

Skin here is thinner and shows fatigue first, a dedicated product keeps it from drying out overnight.

◆ TIPS FOR BUILDING YOUR ROUTINE

Layer thin to thick

Apply from lightest texture to heaviest. Watery serums before creams, oils always last, otherwise nothing after them absorbs properly.

Patch test anything new

Test on your inner forearm for 24 hours before adding it to your face, especially if your skin reacts to fragrance or actives.

Introduce one product at a time

Add new products a week or two apart, so if your skin reacts, you know exactly which one caused it.

Less is often more

A five-step routine done consistently beats a ten-step routine done occasionally. Consistency changes skin, not product count.

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Skincare Ingredient Cheat Sheet

What to look for, and what to avoid, by skin concern.

Acne & Breakouts

LOOK FOR

Salicylic acid, niacinamide, benzoyl peroxide, tea tree oil

AVOID

Heavy oils, coconut oil in the routine, over-cleansing

Sensitivity & Redness

LOOK FOR

Centella asiatica, ceramides, panthenol, oat extract

AVOID

Added fragrance, essential oils, high-percentage actives

Fine Lines & Aging

LOOK FOR

Retinol, peptides, vitamin C, hyaluronic acid

AVOID

Skipping SPF, layering too many actives at once

Dryness & Dehydration

LOOK FOR

Hyaluronic acid, ceramides, squalane, glycerin

AVOID

Sulfates, alcohol-heavy toners, over-exfoliating

Dullness & Uneven Tone

LOOK FOR

Vitamin C, AHA/BHA exfoliants, niacinamide

AVOID

Skipping sunscreen, mixing too many acids at once