**Eve Taylor Retinoid Renew Complex Launch**

**Post 4**

Retinoid has powerful results on skin but a word of caution, misuse can lead to irritation so it’s important to follow some golden rules when it comes to using retinoid…

* Apply at night – retinoid promotes skin cell regeneration so it’s important to stay out of the sun when it’s on your skin. Therefore, only apply this product at night.
* Stay out of the sun! We advise wearing a minimum of SPF30 daily, but this is especially important when using retinoid as sun exposure can lead to skin sensitivity and irritation.
* Build up your skin’s tolerance to retinoid by using 2 – 3 times a week to start off. Temporary skin sensitivity or redness may occur when ﬁrst using this product so gradually increase your usage once your skin adjusts.
* Apply to your face, neck and décolleté after cleansing and avoid the eye and lip area.
* Apply to dry skin after cleansing and then spritz with your favourite toner. Finally apply your night-time moisturiser.

Try the NEW Age Resist Retinoid Renew Complex from Eve Taylor London, available now. Contact us for more information and to purchase.

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Image – product with model

A person with the hands on the face

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