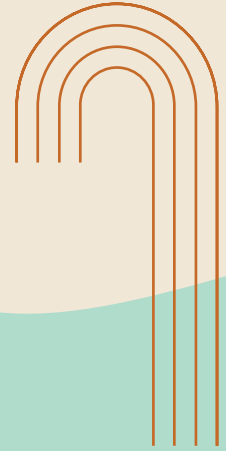




Sundaily

THE Skin Solution Roadmap





Hey there, and welcome to Sundaily!

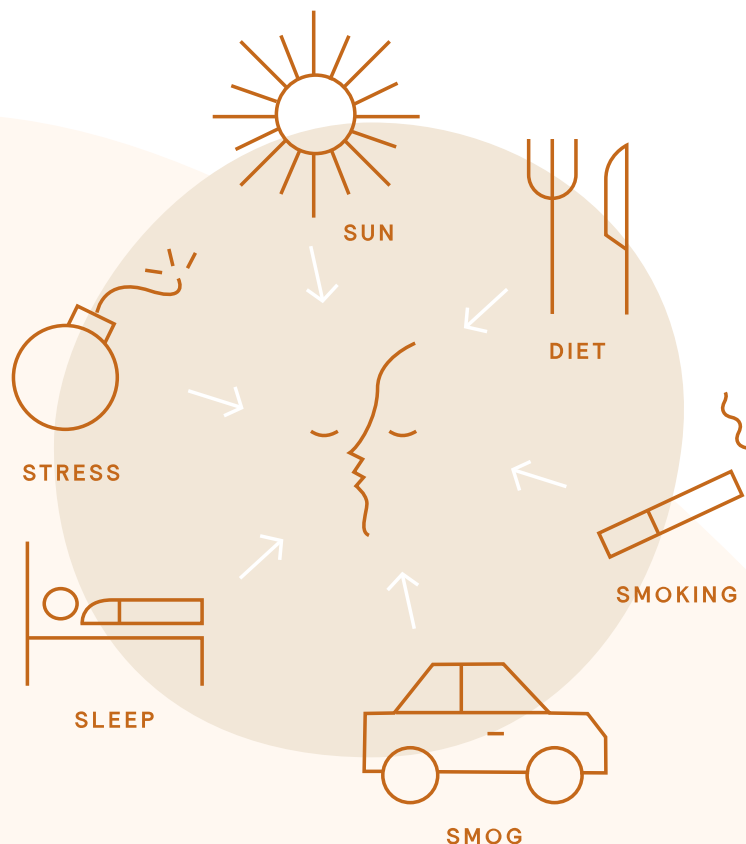
I'm Dr. Emilia Javorsky, Chief Scientific Officer and Co-Founder of Sundaily. My years as a dermatology researcher at Harvard Medical School left me totally obsessed with evidence-based natural skincare. I designed this Skin Solution Roadmap to give you exclusive directions that point toward better skin (starting within!).



What Are Environmental Stressors?

Environmental stressors are the external hazards that cause free radical damage to our skin. The result is what we all recognize as the visible signs of aging: fine lines, uneven skin tone and wrinkles.

THERE ARE SIX MAIN SOURCES OF ENVIRONMENTAL STRESS:



What Do They Do to Our Skin?

Environmental stress creates free radicals, which attack and damage our skin at the cellular level. That means environmental stress is always picking on our skin, causing annoying skin symptoms like redness, dryness, dullness, irritation, clogged pores, and more.

90% of avoidable skin aging is caused by free radical damage from environmental stressors. **Yeah, 90%!** That's why combating environmental stressors is the key to any great skin routine.



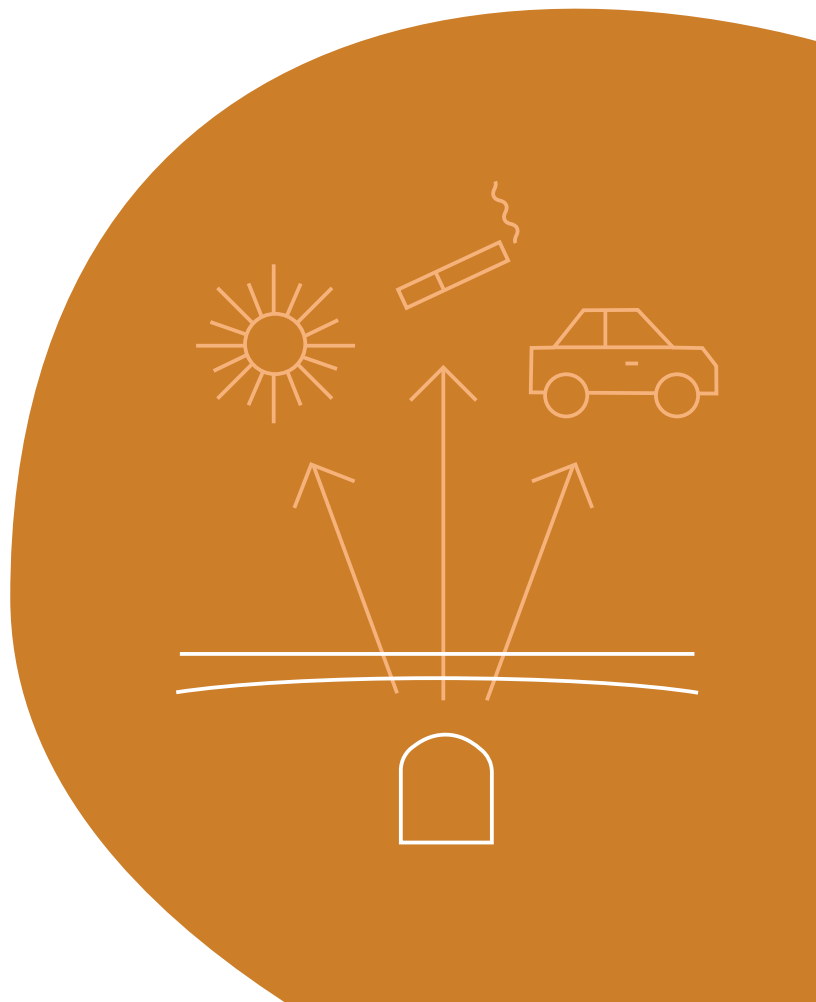
Luckily, we can fight back.

How to Beat Environmental Stress:

Antioxidants are the key to fighting back against environmental stress.

When left unchecked, free radicals caused by environmental stress damage our cells. Our bodies naturally create molecules and proteins, called antioxidants, to neutralize free radicals and repair what's already been affected.

Unfortunately, most topicals stay right where you put them—on the surface. People deserve better skincare that works from within. That's why I started Sundayly.



Some Skincare is Simply a Waste of Time (and Money)

As a skincare junkie myself, I know what it's like to sift through the hottest products in search of the Holy Grail. The truth is, most of the products promising beautiful skin just aren't worth the hype. Before we get into the good stuff, let me save you some disappointment.

THREE FADS TO STEER CLEAR OF:



Collagen Face Masks

Collagen is essential to youthful, glowing, smooth skin—but topicals aren't an effective way to deliver it. Collagen molecules are too big to penetrate our skin from the outside. Remember what we said about #skinfromwithin? Put your focus (and your dollars) into helping your skin make more collagen with Vitamin C and Retinol topicals, or take collagen peptides internally.



Microplastic Exfoliators

Those cleansers with little plastic beads? They're a really bad idea for you and for the environment. Not to mention they're far less effective at removing dead skin cells than their chemical exfoliator cousins. Try an alpha hydroxy acid-based exfoliator instead. If you aren't into acids, a biodegradable exfoliator, like ground apricot seeds, is another alternative.



Spa Facials

Some in-office procedures such as chemical peels, microdermabrasion, lasers, and micro-needling have strong data to support their use for anti-aging. But facials at a spa have far fewer data to back those up. Most facials will make your skin look better in the short-term due to increased moisturization or some swelling. And that's a great thing, especially as a way to relax, or when done by high-quality practitioners! But spa facials aren't as likely to generate long-term results as other more evidence-based procedures, which, of course, can come with a higher price tag.



So here's the bottom line: beauty starts with health. We started Sundaily because we needed a better way to keep our skin healthy.

Our Skincare Solution Roadmap:

START WITH THE BASE LAYER

Antioxidants don't just live on our skin—they're created from within. The Base Layer is your first line of defense against free environmental stress. Whether you're worried about UV light or city smog, our active ingredient, Polypodium leucotomos extract, can help with the free radical damage caused by these stressors. We combine it with Vitamin D3, a nutrient most Americans don't get enough of but desperately need. Taking it daily ensures you're building the foundation of beautiful skin from within.

NAIL YOUR SIMPLE SKINCARE ROUTINE

We don't think your skincare routine has to be complicated. Our essential, simple skincare routine goes like this:

- First, cleanse to remove the environmental stressors that sit on our skin, like particle pollution. We recommend a mild cleanser that won't strip your skin; one packed with antioxidants like Vitamin C or green tea extract will provide a double dose of care.
- Second, moisturize to keep your skin barrier strong. We like the technique of layering moisturizers. Try combining a humectant spray with hyaluronic acid, which draws in moisture, and an emollient like shea butter, which provides extra moisture. Or, look for a product that combines these ingredients.
- Then, a couple of times each week, exfoliate with an alpha hydroxy acid based product to remove dead skin cells and encourage new growth. We like plant-based exfoliators for a gentle approach.

USE SUNSCREEN YEAR-ROUND

Wearing a mineral-based sunscreen year-round is essential to protecting your skin from the sun, one of our biggest sources of environmental stress. A simple solution is to choose a moisturizer, primer, or foundation that includes mineral-based sun protection. That means selecting a product with the active ingredient zinc oxide or titanium dioxide, instead of those with chemicals like oxybenzone, avobenzone, octocrylene, octisalate, homosalate, or octinoxate.

LOOK FOR PRODUCTS WITH VITAMINS C AND E

These powerhouse antioxidants are topical workhorses, and they do their thing even better when combined. Moisturizers and serums with Vitamins C and E provide topical nourishment for your environmentally-stressed skin. Bonus: research indicates these vitamins boost sunscreen's effects, too!

APPLY VITAMIN B3 (NIACINAMIDE)

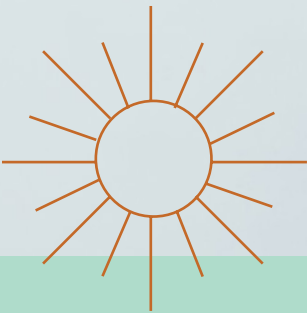
Niacinamide, another topical antioxidant, is on our list of gold-standard ingredients for fighting environmental stressors. It's particularly good at tackling redness and uneven skin tone, two possible effects of environmental stress.



You've got this.

I know skincare can be overwhelming, but I'm hopeful this Roadmap can help you understand the few things that will really make a difference. That's what we're all about at Sundaily!: Effectiveness, quality, and keeping it simple.

Best,
Emilia



Oh! And one more thing.

If you're the kind of person who's made it this far (quiz, results, AND reading the PDF?!), you're likely the kind of person who cares deeply about healthy #skinfromwithin. And for that, you deserve a thank-you!

USE CODE **QUIZ20** TO TAKE 20% OFF YOUR FIRST ORDER AT [GETSDAILY.COM](https://www.getsdaily.com)