

## COUNTERMATCH COLLECTION FAQ

WHAT SKIN TYPES AND SKIN CONCERNS DOES COUNTERMATCH COLLECTION ADDRESS?

The Countermatch Collection is formulated for all skin types, except clients with very dry skin (excessively tight, uncomfortable or cracking) or those with very oily skin (excessive oil all over the face, including cheeks, that usually requires blotting papers or oil control products). The products are also ideal for clients concerned about hydration, dullness, or rough skin texture.

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I THOUGHT COUNTERMATCH ADAPTIVE MOISTURE LOTION PROVIDED 24-HOUR HYDRATION. WHY DO I NEED A SERUM AND NIGHT CREAM?

You are correct! The Moisture Lotion does provide 24-hour, adaptive hydration. However, this single product does not fulfill the same intensive benefits that a serum provides nor does it circumvent the need for a nighttime skincare regimen. Cleansing, prepping, and applying your moisturizing cream at night helps support skin's natural repair and regeneration cycle.

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WHAT IS UNIQUE ABOUT THE INTENSE MOISTURE SERUM?

Serums are ideal to target specific skin concerns because they contain more concentrated active ingredients that can penetrate deeply into the skin so you see immediate results. The Intense Moisture Serum is infused with antioxidant vitamins C and E, plus two types of hyaluronic acid, one that plumps skin from within and a second that locks moisture in the upper layers of skin. This intense serum delivers an immediate boost of replenishing hydration and concentrated nutrition for smooth, vibrant, healthy skin. Apply a few drops to face, neck, and chest before your moisturizer day and night.

HOW DO ANTIOXIDANTS WORK?

Antioxidants help neutralize and protect skin from damage caused by oxidant molecules called free radicals, which come from various sources like UV exposure, pollution, and stress.

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HOW IS THE RECOVERY SLEEPING CREAM DIFFERENT FROM THE ADAPTIVE MOISTURE LOTION?

At night, skin goes into recovery mode, repairing damage and regenerating, which allows for richer creams to penetrate more effectively. The Recovery Sleeping Cream was formulated to match skin's natural nighttime rhythm. The rich cream contains an advanced blend of hyaluronic acid—known to attract 1000 times its weight in water – as well as higher percentages of plum oil, macadamia oil, and squalane (which is derived from green olives). It also contains tara gum, derived from a Peruvian plant, known as Inca's "green gold" for its skin strengthening properties. These ingredients combine to create a protective layer which shields skin from moisture loss, replenishes hydration, and helps repair damage. It comes in an innovative airless jar which protects the formula so you get a fresh dose every time. Apply 1-2 pumps as needed depending on how your skin feels.

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HOW IS THE EYE RESCUE CREAM DIFFERENT FROM BEAUTYCOUNTER'S OTHER EYE CREAMS?

The Eye Rescue Cream awakens tired eyes by providing optimal hydration, reducing the appearance of shadows and minimizing puffiness. The skin around the eyes is ten times thinner than facial skin and this transparency can make purple or blue under eye shadows more noticeable. Countermatch Eye Rescue Cream helps address this concern with betaine (derived from sugar beets) by increasing lymphatic drainage and oxygenation. Here's a helpful chart to differentiate the most common client eye concerns and the appropriate Beautycounter eye cream to recommend.

CONCERN	PRODUCT RECOMMENDATION
Dryness, shadows, puffiness	Countermatch Eye Rescue Cream
Fine lines, wrinkles	Countertime Rejuvenating Eye Cream
No specific concerns	Nourishing Essentials Eye Cream

WHAT'S THE ORDER OF USAGE FOR THE COUNTERMATCH PRODUCTS?

To optimize absorption and benefits, it is recommended to apply the Intense Moisture Serum after cleansing, then the Eye Rescue Cream, followed by the Adaptive Moisture Lotion during the day and the Recovery Sleeping Cream at night. If you're also using other products, like Beautycounter+, when using Countermatch lotion and cream it is recommended to apply oils AFTER, due to the unique Bio-Mimic Technology which immediately infuses hydration into skin. So the order of application would be: cleanse, mask, tone/ mist, serum, eye cream, Countermatch (lotion during am/cream during pm), oil, SPF (am only).

IS IT OKAY TO MAKE SAMPLES OF THE COUNTERMATCH PRODUCTS?

Yes, it's okay to dram (create a sample yourself) a small 1-2 day supply for clients. Be sure to use a new, clean sample container. We also recommend reminding clients to use the drammed sample within a week or so.

WHICH CLEANSER SHOULD I RECOMMEND WITH COUNTERMATCH COLLECTION?

To complete your client's skincare routine, any cleanser works great with the Countermatch Collection.