



Your Skin Type: Decoded

*The Skin Maven's Guide to Choosing the Right
Products for Every Age, Stage, and Concern*



Introduction



Your skin tells a story—one that evolves with time, stress, hormones, and environment. It's about understanding your unique skin and giving it what it truly needs to thrive.

In this guide, you'll learn how to decode your skin's true nature, choose the right products for your current stage, and simplify your routine with confidence. Think of it as your personalized roadmap to skin health — ***grounded in science, shaped by experience and powered by The Skin Maven's 42 years of expertise.***

A Note from Deborah Berry



“Let’s work together to create healthy, happy skin — for life.”

For over four decades, I’ve had the true joy of helping people understand, transform, and fall back in love with their skin. This work isn’t just my profession — it’s my passion. I genuinely love what I do.

Healthy skin isn’t about perfection; it’s about knowledge and consistency. So much of what happens to our skin is influenced by factors we can’t always control — genetics, environment, foods, medications, and ingredients hidden in everyday products. But the good news is that there’s so much we can control. Simple, mindful habits and smart product choices make all the difference.

My mission is to teach you the “why” behind every step, so you can make confident, informed decisions that truly support your skin. As your skin changes and evolves, I’ll be right here with you — helping you adjust, improve, and love the skin you’re in.



Understanding Your Skin Type

Explore the six main skin types and what defines each one.

Most people have never been taught the difference between skin type and skin condition and that's the first misunderstanding.

Your type is what you're born with: balanced, dry, oily, sensitive, reactive or combination. It's genetic, like eye color, and doesn't really change.

Your condition is what's happening right now: dehydration, redness, breakouts, dullness, or sensitivity. These shift with your environment, hormones, diet, and habits.

When you treat a condition like a type, you end up fighting the wrong battle. Here's how to recognize your skin type so you can give it what it truly needs:

BALANCED

EVEN TONE AND TEXTURE

What It Needs: Light hydration and protection.

OILY/CONGESTED

SHINY SKIN, ENLARGED PORES

What It Needs: Gentle cleansing, lightweight moisture and exfoliation.

REACTIVE

REDNESS OR ITCHING TRIGGERED BY FACTORS

What It Needs: Calming ingredients and consistency.

DRY/DEHYDRATED

TIGHT, DULL OR FLAKY

What It Needs: Moisture, hydration and barrier repair.

SENSITIVE

EASILY IRRITATED BY PRODUCTS AND WEATHER

What It Needs: Simple, fragrance-free routines that soothe and protect.

COMBINATION

OILY T-ZONE WITH NORMAL OR DRY CHEEKS

What It Needs: Focused zonal care and balanced hydration.

Common Skin Concerns By Type

How your skin's natural type influences the skin issues you are most likely to see.



Balanced

- Early signs of aging
- Occasional dehydration or sensitivity
- **Focus on:** maintenance, protection, consistent SPF use



Dehydrated

- Premature aging and fine lines
- Rough flakes and increased sensitivity
- **Focus on:** barrier repair, lipid-rich hydration and gentle exfoliation



Oily/Congested

- Breakouts, blackheads and pigment
- Enlarged pores and uneven texture
- **Focus on:** balanced oil control, cell turnover and consistent hydration



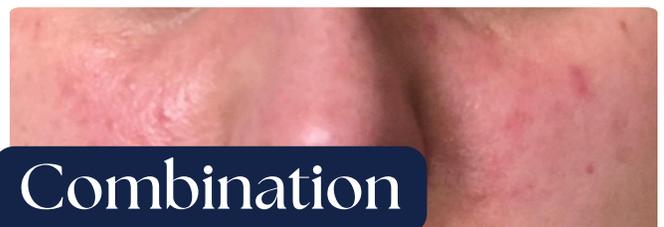
Sensitive

- Redness, irritation or stinging
- Barrier damage and reactivity
- **Focus on:** Barrier repair, simplified skincare routines



Reactive

- Flare-ups triggered by factors
- Persistent redness, rashes and discomfort
- **Focus on:** soothing care, consistency and identifying triggers



Combination

- T-zone breakouts and uneven tone
- Dryness/flaking on cheeks
- **Focus on:** Zonal care, balancing actives and lightweight hydration

Smart Ingredient Pairing Guide

Learn which ingredients and formulas work best together — and what to avoid.

Ingredient	Pairs Well With	Avoid Using With	Notes
AHAs/BHAs	Hydrating Serums, Hyaluronic Acid, Ceramide Creams	Retinol, Pure Vitamin C (L-ascorbic acid), Peptides	Exfoliate first, then hydrate. Combining with other strong actives can compromise the barrier and trigger irritation.
Peptides	Hyaluronic Acid, Niacinamide, Ceramides, Antioxidants like Grape Leaf, Black Currant, and Algae Extracts	Strong acids (AHA/BHA), Pure Vitamin C (L-ascorbic acid)	Acids and low-pH Vitamin C can destabilize peptides. Use antioxidant-rich botanicals instead for firming and protection.
Hyaluronic Acid	Everything — Especially Niacinamide, Peptides, Ceramides, Retinol	None, but avoid pairing with alcohol-based toners	Hydration amplifier. Apply to damp skin before sealing with a moisturizer for maximum plumpness.
Vitamin C (L-ascorbic acid)	Sunscreen, Ferulic Acid, Vitamin E	Retinol, Niacinamide, Strong AHAs/BHAs	Vitamin C brightens and protects but can clash with other actives due to its low pH. Use it solo in the AM with SPF. Pair with antioxidants—they firm and protect without irritation.
Retinol	Peptides, Niacinamide, Hyaluronic Acid, Ceramides	AHAs/BHAs, Pure Vitamin C, Benzoyl Peroxide, Fragrance or Essential Oils	Night-only use. Buffer with barrier-repair moisturizers to minimize dryness and irritation.
Niacinamide	Hyaluronic Acid, Peptides, Ceramides, Retinol (low-strength)	Pure Vitamin C (L-ascorbic acid), Strong Acids	Works best in neutral or hydrating formulas. Split routines when combining with acidic actives to prevent flushing.



Building a Simple Routine That Works

Layering Cheatsheet: (always apply from thinnest to thickest!)

- 1 Cleanse 1-2x
- 2 Exfoliate
- 3 Use Serum
- 4 Use Moisturizer
- 5 Apply SPF



Skin Maven Note: You don't need 10 steps or a bathroom full of products. A great routine is one you can stick with consistently — daily habits beat occasional luxury.



Goal: Shield your skin from UV and pollution

- Cleanse and gently pat dry with towel
- Apply an antioxidant serum
- Add a lightweight moisturizer
- Apply SPF (**at least 30 - 50!**)



Goal: Support skin renewal during sleep

- Double cleanse
- Treatment (**retinol OR exfoliating acids, not both on the same night**)
- Add a barrier-loving moisturizer

Skin Maven's Real Talk

- **Consistency matters.** The best routine is the one you follow every day.
- **Keep it simple.** Focus on cleanse, treat, hydrate, and protect before adding more steps.
- **Stay balanced.** Your skin needs stability, not trends.
- **Pay attention.** If your skin feels tight, dry, or irritated, scale back and let it recover.
- **Hydration is essential.** All skin types need moisture to stay healthy and resilient.
- **Night is for repair.** Keep your evening routine gentle and restorative.

Maven's Pro Fixes

Deborah's Product Recommendations by Skin Concerns.

Concern 1: LOSS OF FIRMNESS / LAXITY

The Fix: Strengthen and lift with **B-Brilliant TGF Serum**, powered by Palmitoyl Tripeptides 5,1 and 7 to boost collagen, improve elasticity, and refine skin texture. Follow with **Cell Restore** to enhance firmness and support skin recovery. For advanced results, pair with microcurrent or exosome treatments.

Product Suggestions: **B-Brilliant TGF Serum, Cell Restore**

Concern 2: UNEVEN TONE/PIGMENTATION

The Fix: Brighten and refine with **B3 Enzyme** to exfoliate two times per week as a five-minute treatment to smooth texture and even tone. On alternate mornings, use 5% Mandelic Acid for gentle exfoliation and clarity. Apply **Antioxidant Serum** daily in the morning and **Retinol Serum** at night to support renewal and maintain balanced, radiant skin.

Product Suggestions: **B3 Enzyme, 5% Mandelic Acid, Antioxidant Serum, Retinol Serum**

Concern 3: DEHYDRATION / DULLNESS

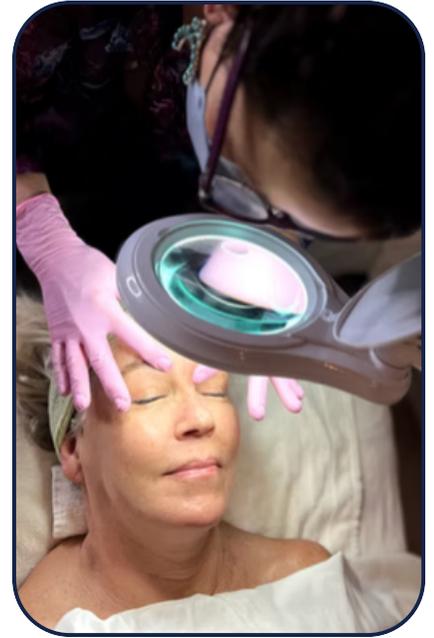
The Fix: Replenish with a **Hydrating Serum** containing multi-molecular hyaluronic acid, then apply **Rapid Repair Barrier Boost** to strengthen the skin's protective barrier and restore hydration. Follow with **Peptide Restore Lotion** both morning and night to lock in moisture and improve elasticity. Formulated with Acetyl Hexapeptide-8, Palmitoyl Pentapeptide-4, and Ceramide I, this routine helps smooth texture and maintain long-lasting suppleness.

Product Suggestions: **Hydrating Serum, Rapid Repair Barrier Boost, Peptide Restore Lotion**

Concern 4: BREAKOUTS / CONGESTION

The Fix: Cleanse with **Calming Cleansing Gel** to remove buildup without stripping moisture. Use **B3 Enzyme** twice weekly for five minutes to calm and refine. Apply **5% Mandelic Acid** in the morning on alternate days to smooth texture and clarify pores. Finish with **Skin Balancing Cream Moisturizer** daily and use the **Oil Controlling Mask** weekly to absorb excess oil and prevent congestion.

Product Suggestions: **Calming Cleansing Gel, B3 Enzyme, 5% Mandelic Acid, Skin Balancing Cream Moisturizer, Oil Controlling Mask**



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Personalized Skin Analysis

You are unique and so is your skin. Let's find what works for you.

By now you have learned how to:

1. Understand your skin type and its concerns.
2. Understand general guidelines for product pairings.
3. Understand the foundations of a safe and effective skincare routine.



Now... let's tailor it to your skin.

Take a quick online skin analysis or book a virtual consult with Deborah to get:

1. Customized product recommendations for your unique skin.
2. Simple, realistic routines that fit your lifestyle.

Online Skin Analysis

**Virtual Consultation
with Deborah**



Want to learn more?
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