



Nature's Cure

Clear Confidence

MANIFESTO

Welcome

Welcome to the Nature's Cure Clear Confidence Manifesto—the definitive guide to achieving clear skin and positive self-esteem. Follow these tips and you'll be Clearly Confident in no time! Once you're there, don't forget to enter the 2009 Nature's Cure Clear Confidence Contest. You could be the next face of Nature's Cure and win \$500. To get details and enter the contest, visit clearconfidence.naturescure.com starting July 1, 2009.

If you like the tips in this e-book, Nature's Cure also has a Facebook Page (facebook.naturescure.com) with skin information, as well as all kinds of fun games, contests and discounts. Join us there today!

For more information on Nature's Cure products, visit our website at naturescure.com, and don't forget to look at the before & after photos and testimonials of others who got Clearly Confident with Nature's Cure.

Let us know how you like the Clear Confidence Manifesto and how our products work for you. We love feedback!

Your Friends at Nature's Cure

Self-forgiveness

Doug was really upset with himself when he was on defense and let the opposing team score a goal against him. Ever since, he's skipped many practices and doesn't talk much to anyone on his team. Now he volunteers to sit out of games and complains that soccer is boring. What should Doug do?

a) Doug should apologize to each of his team mates

b) Doug should quit the team.

c) Doug should accept his mistake and move on.

One of the biggest lessons in self-confidence is “taking it easy on yourself.” Sometimes, we expect too much of ourselves and become disappointed with a less than ideal outcome. Face it, no one's perfect. It's impossible to know and be good at everything.

In our example, Doug put a lot of pressure on himself when he failed to stop the opposing team from scoring a goal. It's understandable that Doug was upset when he wasn't able to save the game. But there are various ways for Doug to approach the situation. Doug could get over this incident and continue practicing and improving his game. Or Doug could take a more destructive approach where he's so devastated by the loss that he no longer plays or takes the game seriously. So here's the lesson: don't let one setback turn your heart cold. Everyone makes mistakes, even those who have been doing something for twenty years!

Sometimes when you think about something so much, the situation actually starts to seem like a much bigger deal than it is. Worrying and stressing too much also stops you from taking an action to improve the situation. What you want is for the next time, the next game, to be better. If you're so frozen with fear and disappointment, it's really hard to move on.

A good technique is to take big breaths and try not repeating the problem situation in your head so often. Sometimes it's even good to distract yourself and do something that you know makes you feel better until gradually your negative feeling subsides. Life can be a party pooper sometimes, so go easy on yourself!

Avoiding Negativity

Judy thinks she's fat. She blames everything on her weight. She says the reason why she doesn't speak up in class is because she's fat. The reason why she doesn't have friends is because nobody wants to hang out with a fat girl. She holds a grudge against anyone who looks at her funny. What's the first thing Judy should do?

a) Judy should go to fat camp.

b) Judy should stop complaining about being overweight.

c) Judy should hang out with other fat people so she doesn't feel so bad.

Judy should first stop complaining and blaming her unhappiness on her weight. A never-ending barrage of self-criticism and self-loathing is not going to help Judy. Nor is it any better to always feel sorry for herself and blame the situation. No one will ever see anything different about Judy if that's all she sees in herself. Instead of being known as the fat girl because she talks so much about being fat, she could just be the nice girl, the smart girl, or the girl who has style. If Judy sees and projects herself as something other than "the fat girl," others will follow.

Judy should also stop being angry and resentful of others every time she perceives someone giving her a funny or judgmental look. For starters, she may be misreading the looks. And even if she isn't, an obvious hurt or angry response will only feed the negative feelings on both sides. Whereas, a nonchalant or even friendly attitude in response may help turn around the situation.

If someone really is mean, it's understandable that Judy can't help but feel hurt. But ultimately, she will be a happier person if she learns to forgive. This doesn't mean that she has to resolve the issue with someone, but rather, she has to let go of the resentment internally. It's hard to be happy when you're holding so much anger. Judy will feel much better if she's able to let the anger subside so she can focus on developing more positive relationships.

Once Judy's taken these two important steps, now may be the time for her to start practicing a healthier diet and exercise program.

Projecting Confidence

Jean notices that other people get more attention and seem happier than her. She feels shy and finds it hard to make friends because she doesn't know what to say.

a) Jean should do something funny in class to make people notice her.

b) Jean should pass out gifts to girls she wants to be friends with.

c) Jean should smile more and look people in the eye. She should try to do things like that to project confidence even if she doesn't feel it.

It doesn't come naturally for everyone to make friends. And a lot of it has to do with self-confidence and feeling that you're not as good as others and don't fit in. Here's a trick – act like you're confident even though you don't feel it. The very act of it just might sink in to your psyche, infiltrate your feelings of self-doubt and cause you to start believing it! Another advantage to acting confident is that people will naturally respond more positively toward you. Acting confident could mean introducing yourself to people you don't know and speaking up in class. But small physical gestures also make a big difference, especially when you're shy and don't know what to say. Instead of having people perceive your shyness as being awkward or “stuck up,” you can help counter these misperceptions by not slouching, walking confidently, smiling and greeting people. When you look sullen and non-responsive, you either look like you don't want people to approach you, or you seem like no fun. So smile and look people in the eye. It'll be like you have a sign on your chest saying, “Welcome, be my friend!” That's going to be much more effective and a lot easier than doling out gifts and making a scene in class.

Stretching Yourself

Deborah spends most of her time studying and getting good grades, except she doesn't do much else. She's considered trying out for the cheerleading team, but worries she won't make the team. She loves watching school musicals and thinks she's a pretty good singer, but is afraid she won't fit in with the theater crowd. She's thought about joining a debate team, but is concerned it might take too much time out of her school work. What would be best for Deborah's confidence?

a) Deborah should stretch herself and try out for one of these extracurricular activities.

b) Deborah should do what makes her feel most comfortable.

c) Deborah should stick with what works because getting good grades is important.

It's always easier and safer not to try something new because then there is no fear of failure or rejection. However, when you never leave your comfort zone, this also means you'll never know what could make you happier and more personally satisfied. It means that things are fine, you've accepted your current status as is, and you're willing to settle for what you have now. A truly self-confident individual believes in himself or herself to pursue his or her wants. He or she knows that there is risk, and can accept the chance of failure. And even when setbacks arise, he/she can boldly pick himself or herself up and face the chance for failure again.

In Deborah's case, she already knows what to do to get grades: study hard. But it sounds like she has curiosity for other school activities that could be very rewarding for her. The first thing she should do is stop worrying about too many things and think about what would be fun for her. She doesn't have to pursue all these activities at once. Just pick one to start out with and see how it goes. Then, hopefully, Deborah can gain some confidence and take further steps toward pursuing more of her interests!

Personal Authenticity and the Popularity Myth

Linda is jealous of Beverly. She's doesn't understand why everyone thinks Beverly is so great. The guys are always trying to get her attention. The girls are always talking about how cute Beverly's outfits are. Linda thinks she's just as pretty and smart as Beverly and wonders what she's doing wrong?

a) Linda should become best friends with Beverly.

b) Linda should stop comparing herself to Beverly.

c) Linda should show off ways that she's better than Beverly to get more attention.

Spending too much time worrying about how to be popular is unhealthy and exhausting. It also shows that you're not comfortable with yourself and seek others to validate your self-worth. It's understandable that you're affected by societal cues – how to dress and act like the popular girls at school, on TV, and in magazines because they seem to have it all. But as difficult as it is, try to look within yourself and appreciate yourself more. Be the best person that you can be by getting good grades, pursuing your interests and being nice to people. Don't worry that someone else is more popular than you, because in the long run, it probably won't last, and it really won't matter in terms of happiness. And as cheesy as it sounds, everyone *is* beautiful in his/her own way. The key is to find what makes you special and let the people around you see that authenticity rather than trying to be just like someone else.

Being 'popular' can be both good and bad. If you're popular for the right reasons, then you're liked by people because you're a genuine, good person. People are naturally drawn to friendly and kind people who they perceive as authentic. On the other hand, if you are stuck-up and think you're better than others, act mean, make fun of others, or put on an act, you may seem popular because people want to get on your good side or may want something from you, but nobody really likes you. And eventually, people will really forget about you once they realize the kind of person you are.

Nurturing your Passions

Peter loves his Science class. He worked really hard on his Science project and won first place. But now, he's overheard some people in class call him a "geek." Peter feels discouraged. What should Peter do?

a) Peter should follow his heart and disregard what others think.

b) Peter should try to downplay his interest in Science

c) Peter should offer to let people copy his homework once in a while so they like him more.

Unfortunately, you'll never please everyone; not everyone's going to like you. So don't be down if someone doesn't. The person who's teasing you most likely has insecurities of his or her own and tries to compensate by treating other people poorly. Knowing that, the best strategy is for you to follow your heart and believe in yourself. Try not to be discouraged if something that you have a passion for is not perceived as "cool." In the end, you'll find much more inner peace and happiness if you don't forfeit your interests. Much of your teenage years are about learning what you like and don't like, what you're good at, what you're not. If you always follow what the crowd deems as acceptable, you'll never be able to learn anything about yourself. Be honest with yourself and let that guide your decisions. Ultimately, we all end up being best at the things we are passionate about. You're much more likely to be admired (even silently) by your classmates for being great at something that's maybe not so "cool" than for being mediocre or bad at something "cool." And here's a little truth about the future – you will end up finding other people who share your interests and they will appreciate your talents. Those kids who made fun of you back when you were in school will be long forgotten.

In the meantime, hold your head up high and focus on your pursuits. If people whisper mean things about you, try to ignore them. If someone ever comes to you for help, don't be angry and unforgiving. Instead, take the opportunity to be kind and give them a helping hand (not by giving them your answers, of course.) Again, not everyone will like you, but you can still win many people over by being helpful and nice, and by showing confidence in being proud of your interests and abilities.

Avoiding Oils & Bacteria

Kathy is a chatty brunette with shoulder length hair. Oddly, she gets more pimples on the right side of her face. What could be the problem?

a) Kathy is forgetting to wash the right side of her face.

b) The sun shines through her driver-side window and helps clear up pimples on the left side of her face.

c) The constant contact of Kathy's cell phone against her right cheek along with her hair sweeping against her face is causing pimples.

Since oily hair aggravates acne-prone skin, you want to keep hair strands away from the face, neck and shoulders when possible. When you play with your hair, or brush it frequently, the sebum on your scalp spreads, making your hair more oily. So it's best to fuss with your hair as little as possible. Using pomade or hairspray will make hair even more greasy, especially if it is used on hair that hangs by your face, such as bangs. Bangs are a common cause of forehead pimples on teenagers, so it's probably best to choose a style that keeps hair off your forehead if you are prone to acne. If you have shoulder length hair, like Kathy, and you have a habit of tucking your hair behind your ear whenever it sweeps into your face, that could also be a problem. Unclean hands touching your face and hair constantly can aggravate the skin.

Similarly, if you frequently place an object against your skin that's carrying bacteria, that too can cause pimples. If Kathy's cell phone has been handled and passed around with dirty hands from day to day, it can accumulate grime and bacteria that will now be pressed against her cheek. Again, try to keep your face and neck clear of any bacteria-laden object whether it be a cell phone, scarf, or even pillow or towel. Wash these types of items frequently; and use wipes to clean the surface of your cell phone, or don't let it touch your face.

Keeping Skin Healthy & Balanced

Julie has combination/oily skin so she foregoes using moisturizer. This summer, she's been getting more acne. She's decided to stop using sunblock as well in order to dry out his pimples. Is Julie doing the right thing?


Yes or **No**

It's true that you're more prone to acne if you have oily skin. But it's not true that over-drying your skin will eliminate pimples. In fact, it will worsen the situation because your skin will overcompensate for the dryness and produce more oils. Julie needs to continue using moisturizer to maintain her skin's moisture balance, but she should look out for moisturizers that are water-based (not oil-based) and "non-comedogenic," which means the product won't clog his pores. She can also look for medicated moisturizers that will help to get rid of pimples (like the moisturizer in the Nature's Cure Papaya Skin Care System.)

Similarly, going out in the sun without sunscreen, whether you have pimples or not, is a big no-no. While you're probably worrying about pimples more than wrinkles and skin cancer at this stage in your life, it's important to remember that a sunburn equals skin damage, which has a whole host of implications.

There has been some evidence that a deficiency in Vitamin D can contribute to acne. Skin has a unique role in the human body as the only site of vitamin D photosynthesis, and is therefore central to obtaining sufficient levels of vitamin D, also called the sunshine vitamin. However, Vitamin D3 (the form of vitamin D obtained from the sun) is also readily available in supplement form. Therefore, it is strongly advised that you limit unprotected sun exposure and take supplements if you suspect vitamin D deficiency.

Ultraviolet (UV) radiation is a proven carcinogen (cancer-causing agent). It also compromises skin appearance and function, leading to premature aging. Plus, while a little sun may be good for your skin, a sunburn – even a mild sunburn – will aggravate your acne. You may get some initial clearing immediately following sun exposure, along with the reddening of your skin which will blend with red acne marks more to make them less obvious. But, you are likely to see increased



breakouts in subsequent weeks as your skin reacts to the sun damage, which produces more dead skin cells that can clog pores. If you're applying acne medication that is already drying out your skin and making your skin sensitive, the sun can be especially damaging. Lastly, getting too much sun can make it more likely that your pimples will leave behind unsightly discoloration and scarring due to hyperpigmentation and skin damage. So make sure to lather on sunscreen with at least an SPF of 30 (and labeled as non-comedogenic) and/or wear a hat and keep a t-shirt on to prevent overexposure to the sun.


A Methodical Treatment Approach

Prom is right around the corner and Alice is concerned about her pimples. What's the best acne treatment approach for her?

- a) Try three to four types of acne products at once.*
- b) Go right to the most expensive treatment because that will work best.*
- c) Try one acne treatment at a time starting with something less expensive and without side effects.***

As much as Alice would like to remedy her acne problems quickly, over-treating acne will not improve her skin problems. It's definitely not a good idea to try multiple types of acne products at once because not only is it difficult to identify what is working, there's also a risk that the mix of active ingredients will exacerbate her skin condition by over-drying and irritating her skin. Even if you don't have a negative reaction, at the very least, you may be wasting your money because the added products won't add any value. Always follow directions carefully and give one product some time to work with your skin before jumping to another product.

For over-the-counter treatments, it's good to look at the active ingredients listed in the product. Look for products with Benzoyl Peroxide or Salicylic Acid, which are both recognized by the FDA as proven acne fighters. Also take a look at what percentage levels are in the products you are buying and consider testing higher or lower levels based on how your skin reacts. The maximum allowable over-the-counter percentage level for Salicylic Acid is 2%, while it is 10% for Benzoyl Peroxide. However, and this is important, it has been shown in scientific dermatologist



studies that there is no increase in effectiveness when you go from 5% to 10% Benzoyl Peroxide – but there is an increase in irritation! So there is no good reason to go beyond 5% strength. Some people get better results with one ingredient versus the other, while others have sensitive skin that can only tolerate one or the other. So again, it's important to try these products one at a time.

As a rule of thumb, it's best to start with milder forms of treatment before resorting to harsher treatments that have more potential side effects. Modern medical advances like prescription antibiotics and Accutane can work, but exposing ourselves to too many prescription drugs is never a good thing. There is a long list of side effects associated with these products ranging from common experiences like sun-sensitivity and excessively dry/cracked skin to more rare, but severe, side effects like joint pain and even depression. That's why Nature's Cure prefers to take a gentler approach with an inside-outside acne treatment philosophy. Our 2-Part Acne Treatment gets to the source of the problem safely with all-natural homeopathic tablets and includes a 5% Benzoyl Peroxide cream to get rid of existing pimples. It's also friendly on the budget at an average price of about \$10 for a month's supply!

And don't ever assume that a pricier acne product is more effective. A lot of times, the reason why a product is more expensive is because you're paying for fancier packaging costs and upscale shelf space! In reality, different active ingredients, product formulations and treatment approaches work for different people depending on their skin type, genetics, hormones and lots of other factors. So you may as well start with the less expensive products and see if they work for you before committing to \$50/month clubs or dermatologist treatments.

Acne Reality vs. Myths

Sam is suddenly getting a lot more body acne. Which of the following could be a factor?

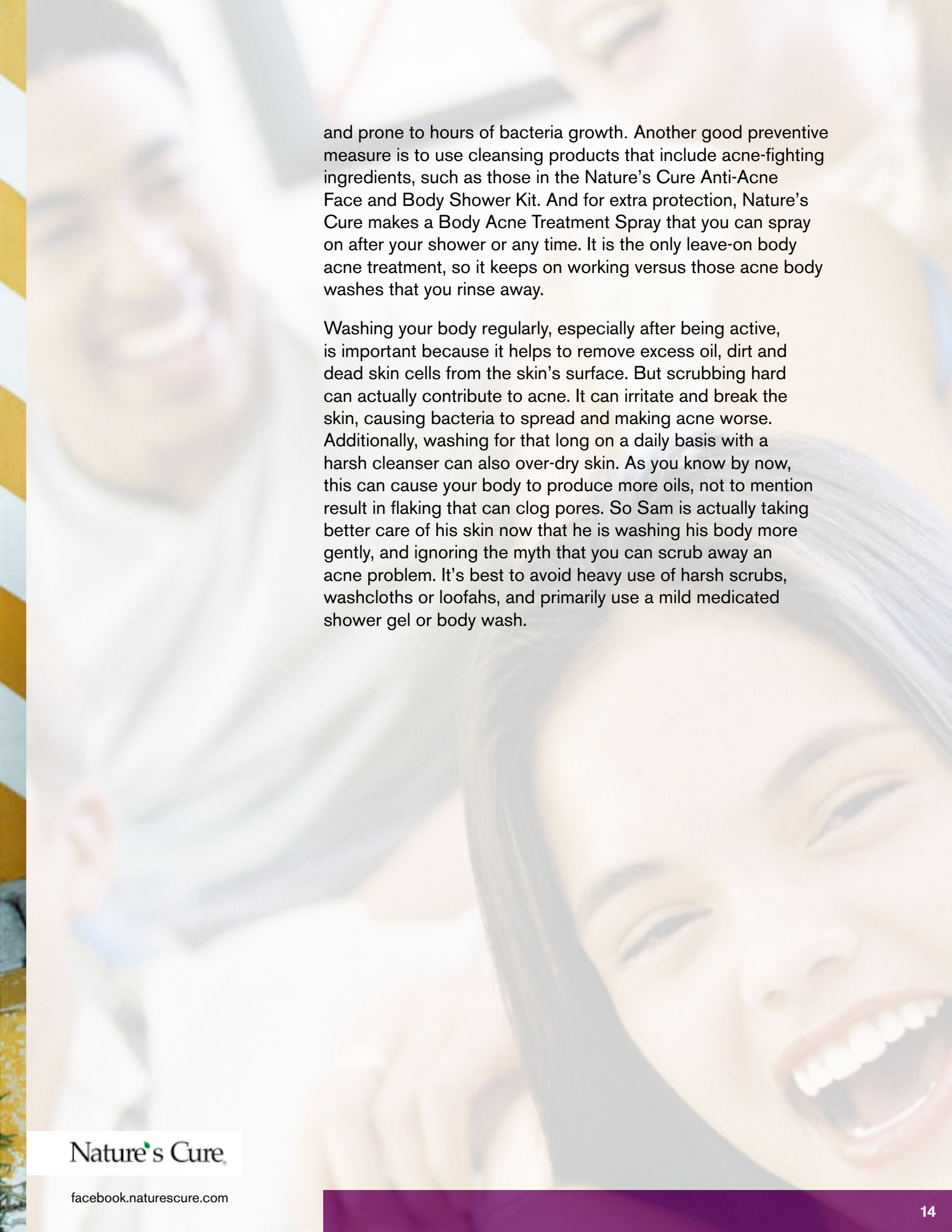
a) Sam got lots of treats for Halloween and has been eating four chocolate bars a week.

b) Sam has been working out after school but waiting until morning to shower.

c) Sam used to scrub all over with a loofah for 20 minutes every morning, but stopped a few weeks ago when he got busy.

As a general rule, your skin will respond positively toward a healthy diet and sufficient hydration (including drinking enough water.) However, there is no scientific evidence that links chocolate (or greasy foods like pizza) directly to acne – that is one of several acne myths. So unless Sam decides to rub chocolate on his back before going for a workout, he will not be breaking out because of his passion for chocolate! That said, a recent paper in the International Journal of Dermatology suggests that dairy products may have a potential impact on your complexion. It's been cited that hormones or proteins found in milk may increase skin oil production, leading to pimples. Conversely, diets high in fiber-rich foods such as fruits, vegetables, and beans prevent the buildup of excess hormones in the system. Findings are at preliminary stages, but if you are experiencing severe acne breakouts, you might try limiting your dairy intake.

Exercising reduces stress and increases blood circulation and oxygen flow to the skin, so it's actually beneficial to a clear and healthy complexion. However, it's advisable that you wear loose, breathable fabrics such as cottons when working out. A combination of dirt, sweat, and skin oils can clog pores on the chest and back, especially when clothing traps moisture and heat against the skin surface. It's also helpful to bring along pre-moistened alcohol towelettes to wipe sweat off the face, back and chest. And use towels to cover neck and chest areas to avoid direct contact with gym equipment. Most importantly, we advise you to take a shower, pat dry, and get a clean shirt on soon after completing a workout. If you wait until the morning to shower like Sam, you're leaving your pores clogged



and prone to hours of bacteria growth. Another good preventive measure is to use cleansing products that include acne-fighting ingredients, such as those in the Nature's Cure Anti-Acne Face and Body Shower Kit. And for extra protection, Nature's Cure makes a Body Acne Treatment Spray that you can spray on after your shower or any time. It is the only leave-on body acne treatment, so it keeps on working versus those acne body washes that you rinse away.

Washing your body regularly, especially after being active, is important because it helps to remove excess oil, dirt and dead skin cells from the skin's surface. But scrubbing hard can actually contribute to acne. It can irritate and break the skin, causing bacteria to spread and making acne worse. Additionally, washing for that long on a daily basis with a harsh cleanser can also over-dry skin. As you know by now, this can cause your body to produce more oils, not to mention result in flaking that can clog pores. So Sam is actually taking better care of his skin now that he is washing his body more gently, and ignoring the myth that you can scrub away an acne problem. It's best to avoid heavy use of harsh scrubs, washcloths or loofahs, and primarily use a mild medicated shower gel or body wash.