

THE DIFFERENCE

Skincare Booklet

The Difference brand is built around helping women look and feel their best every day, regardless of age, ethnicity or style preference.

One way we do this is through the products we select to use in our boutiques including The Difference Skincare line.

Our customized products are all built with natural, paraben-free and cruelty-free ingredients. Whether you have dry skin, sensitive, problematic skin, or something in between The Difference Skincare line has a product for your unique skin type.



The Difference
Your story. Your style.

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ENRICH

ENRICH is for you if your focus is moisture and repair. These products were carefully chosen to bring the hydration your skin craves while improving the appearance of potential sun damaged and aging skin. From the silky cleanser and tightening toner to the Retinol boosted serum and luxuriously rich creams, max hydration is the focus of every step. If your skin would appreciate the gift of moisture, natural ingredients and targeted anti aging, ENRICH is for you!



CLEANSING BALM & MASK

Skin Type + Concern | *Dry*

CLEANSE

BALANCE

TREAT

HYDRATE AM

HYDRATE PM

The Cleansing Balm & Mask is a gentle facial cleanser. As a makeup remover or mild mask treatment, it melts, dissolves and washes away makeup and impurities without stripping away natural oils.

Directions

Apply a small amount to the face, neck and around the eyes. Massage gently until melted. Add warm water and continue massaging thoroughly to transform the balm into a milky emulsion. Rinse with warm water.



ALOE CUCUMBER ASTRINGENT

Skin Type + Concern | *Combination to Dry*

CLEANSE

BALANCE

TREAT

HYDRATE AM

HYDRATE PM

The Aloe Cucumber Astringent is a restorative, alcohol free toner. It calms, promotes smooth skin and balances PH levels.

Directions

Apply with cotton after cleansing.



VITANOL A SERUM

Skin Type + Concern | *Dry*

CLEANSE

BALANCE

TREAT

HYDRATE AM

HYDRATE PM

Vitanol A Serum is a reparative serum that softens and improves firmness. It contains Vitamin A, a natural form of Retinol and Vitamin C, a natural skin brightener.

Directions

After toning, apply a small amount to lightly coat the face and neck.



REVITALIZING DAY CREAM

Skin Type + Concern | *Dry*

CLEANSE

BALANCE

TREAT

HYDRATE AM

HYDRATE PM

Our Revitalizing Day Cream is a rich and luxurious facial moisturizer. It calms, soothes and protects from moisture loss.

Directions

After serum, gently smooth over the face.



WHEAT PLACENTAL NIGHT CREAM

Skin Type + Concern | *Dry*

CLEANSE

BALANCE

TREAT

HYDRATE AM

HYDRATE PM

Wheat Placental Night Cream is best for skin in need of deep hydration. It helps improve elasticity while nourishing the skin and increasing cell renewal.

Directions

After serum, gently smooth over the face.



BOOST

You are a perfect candidate for our BOOST line if you find yourself in the “occasional” category: you experience some dryness - possibly seasonally, might have a breakout from time to time and are noticing some fine lines and loss of volume. Your skin could benefit from something a little richer than you needed a decade ago. From a deep cleanser and the Ginseng zip of toner to Hyaluronic Acid boosted serum and Collagen rich creams, BOOST is a well-rounded skincare regimen.



ACTIVE CHARCOAL CLEANSER & MASK

Skin Type + Concern | *Combination*

CLEANSE

BALANCE

TREAT

HYDRATE AM

HYDRATE PM

A deep pore cleanser for the morning and evening, the Active Charcoal Cleanser and Mask cleanses to remove dirt, oil, make-up residue, and contaminants from pores. Detoxifies and balances the skin's pH.

Directions

Gently massage a small amount onto wet skin, building a light lather. Rinse well with tepid water. Follow with an appropriate toner and moisturizer for skin type.



GINSENG ASTRINGENT

Skin Type + Concern | *Combination to Dry*

CLEANSE

BALANCE

TREAT

HYDRATE AM

HYDRATE PM

A gentle exfoliating toner for morning and evening, the Ginseng Astringent tones, firms, tightens, and smooths. Glycolic Acid helps gently exfoliate, diminish superficial sun damage, and reduce the appearance of fine lines.

Directions

Apply with cotton after cleansing.



HA + COLLAGEN ANTI-AGE SERUM

Skin Type + Concern | *All Skin Types*

CLEANSE

BALANCE

TREAT

HYDRATE AM

HYDRATE PM

HA + Collagen Anti-Age Serum contains hyaluronic acid, a powerful hydration delivery system that slows the formation of new lines and wrinkles while diminishing the appearance of current age lines.

Directions

After toning, apply a small amount to lightly coat the face and neck.



COLLAGEN DAY CREAM

Skin Type + Concern | *Combination to Dry*

CLEANSE

BALANCE

TREAT

HYDRATE AM

HYDRATE PM

Collagen Day Cream is a luxurious and nourishing moisturizer that slows the formation of new lines and wrinkles. It helps calm inflammation, refines pores and improves skin tone and firmness.

Directions

After serum, gently smooth over the face.



COLLAGEN ELASTIN NIGHT CREAM

Skin Type + Concern | *Combination to Dry*

CLEANSE

BALANCE

TREAT

HYDRATE AM

HYDRATE PM

Collagen Elastin Night Cream slows the formation of new lines and wrinkles. It contains collagen, a powerhouse protein that helps to keep skin elastic, providing a plump, youthful look.

Directions

After serum, gently smooth over the face.



SOOTHE

Consider the SOOTHE line if you are looking for a mild skincare system that focuses on prevention. Your active, younger, or potentially sensitive skin may not need deep moisture but is seeking a gentle skincare regimen that doesn't rock the boat too much as far as time or intensity. From the soap-free cleanser and soothing toner to the multi-vitamin boosted serum and calming creams, SOOTHE will help you maintain your natural, healthy glow.



AZULEN CLEANSING MILK

Skin Type + Concern | *Combination to Dry*

CLEANSE

BALANCE

TREAT

HYDRATE AM

HYDRATE PM

A mild facial cleanser and gentle makeup remover, Azulen Cleansing Milk protects from moisture loss and helps calm inflammation.

Directions

Apply in circular motions and rinse off with warm water. Can be used on dry skin to cleanse and remove makeup. Remove excess product with dry cotton.



ALOE CUCUMBER ASTRINGENT

Skin Type + Concern | *Combination to Dry*

CLEANSE

BALANCE

TREAT

HYDRATE AM

HYDRATE PM

The Aloe Cucumber Astringent is a restorative, alcohol free toner. It calms, promotes smooth skin and balances PH levels.

Directions

Apply with cotton after cleansing.



VITAL SILK SERUM

Skin Type + Concern | *Dry*

CLEANSE

BALANCE

TREAT

HYDRATE AM

HYDRATE PM

Vital Silk Serum helps skin regain tone, moisture and silkiness. Giving the skin a smooth, velvety feel, it brightens while priming skin texture.

Directions

After toning, apply a pea sized amount to lightly coat the face and neck.



AZULEN DAY CREAM

Skin Type + Concern | *Combination*

CLEANSE

BALANCE

TREAT

HYDRATE AM

HYDRATE PM

Azulen Day Cream is soothing and calming while refining, toning, and protecting the skin's moisture balance.

Directions

After serum, gently smooth over the face.



PROBIOTIC CALMING CREAM

Skin Type + Concern | *Combination*

CLEANSE

BALANCE

TREAT

HYDRATE AM

HYDRATE PM

The Probiotic Calming Cream slows the formation of new lines and wrinkles. It soothes reactive skin, calms redness, reducing inflammation and redness.

Directions

After serum, gently smooth over the face.



PINEAPPLE ENZYME SCRUB

Skin Type + Concern | *All Skin Types*

CLEANSE

BALANCE

TREAT

HYDRATE AM

HYDRATE PM

Pineapple Enzyme Scrub is an exfoliating, retexturizing, refining and nourishing treatment scrub. Efficient and non-abrasive exfoliation is achieved by combining bromelain enzymes (obtained from pineapple) and jojoba beads. These enzymes help remove excess surface cells, while the micro spherical jojoba beads dissolve and release their nourishing jojoba oil into the skin. This process produces improved skin texture and leaves the skin with a luminous glow.

Directions

Apply a small amount to a wet face and massage in circular motions. Rinse thoroughly.



UNDER EYE AND NECK CREAM

Skin Type + Concern | *All Skin Types*

CLEANSE

BALANCE

TREAT

HYDRATE AM

HYDRATE PM

Under Eye and Neck Cream is a revitalizing and fortifying treatment for the fragile tissues around the eyes and on the neck. This very emollient, non-greasy formula is designed to revive tiredness and fatigue around the eye area. The product helps reduce dark circles and puffiness, while increasing cell renewal to provide a smooth texture. It is also an excellent nourishing treatment for around the lip area.

Directions

Use a small amount on the under eye and neck areas. Be gentle and careful not to pull the delicate skin while applying.



About us

At The Difference, we're more than just personal stylists and a clothing boutique.

We're confidence boosters and relationship builders.

We believe in making lives easier for the women we help.

By offering our expertise, women can feel good about themselves, do good things and put the best version of themselves out into the world.

Our two locations both offer a curated collection of women's clothing, unique accessories, makeup and skincare products.

Find a variety of top, premium brands in a range of prices, styles and sizes from 00 to 3x.

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The Difference
Your story. Your style.