

BEAUTY & BALANCE

THE FREE LIBRARY · GUIDE No. 01

The 7-Day Skincare Reset

*A science-backed seven-day protocol
for calmer, clearer, more luminous skin.*



A free guide from our library — yours to keep

*with warmth,
the Beauty & Balance team*

INTRODUCTION

A Week to *Reset*.

A simple, science-backed seven-day protocol to reveal calmer, clearer, more luminous skin.

Most skincare routines fail not because of the products — but because of the noise. Too many steps, too many ingredients, too many promises. This guide strips it back. Seven days, four products, two daily rituals. Nothing more.

By the end of this week, you will have established a sustainable routine that genuinely works — and a clearer sense of which products deserve a place in your bathroom for years to come.

“Skincare is not about urgency. It is about devotion — small, repeated acts that, over time, become a way of being.”

THE FOUR ESSENTIALS

Everything You Need

01 A Gentle Cleanser

Twice daily. Look for cream or milk-based formulas free of harsh sulfates.

02 A Vitamin C Serum

Mornings only. The single most worthwhile addition to any routine.

03 A Hydrating Moisturiser

Twice daily. Hyaluronic acid, ceramides, or squalane — your choice.

04 A Daily SPF 30+

Every morning. The single best anti-ageing product ever formulated.

THE PROTOCOL

The Daily *Ritual*.

MORNING (5 minutes)

1. Cleanse with cool water and your gentle cleanser.
2. Pat — never rub — with a clean, soft towel.
3. Apply 3–4 drops of vitamin C serum to slightly damp skin.
4. Wait 60 seconds, then layer your moisturiser.
5. Finish with a generous quarter-teaspoon of SPF.

EVENING (5 minutes)

1. Remove makeup and sunscreen with a cleansing oil or balm.
2. Follow with your gentle cleanser to remove residue (the “double cleanse”).
3. Pat dry, then apply your moisturiser to slightly damp skin.
4. On nights when skin feels reactive, this is enough — do not overcomplicate.
5. Two nights a week, you may add a retinol or AHA — never both, never with vitamin C.

THE PLAN

Seven Days, in *Detail*.

DAY ONE • Sunday

Begin with a clean slate. Take a photo of your bare face in natural light — this is your “before.” Tonight: gentle cleanser and moisturiser only. No actives. Drink an extra glass of water.

DAY TWO • Monday

Begin the morning routine in full: cleanser, vitamin C, moisturiser, SPF. Tonight: cleanse and moisturise only. Notice how your skin feels by lunch.

DAY THREE • Tuesday

Add a five-minute gua sha or facial massage to your morning, after moisturiser. Move always upward. Notice the difference in how your face holds.

DAY FOUR • Wednesday

Tonight: a hydrating sheet mask or extra layer of moisturiser. This is your “reset” midweek. Skin should feel noticeably calmer.

DAY FIVE • Thursday

Continue the protocol. Pay attention to areas of dryness, oiliness, or sensitivity. Make a small note for yourself — this becomes your future skincare blueprint.

DAY SIX • Friday

Optional: introduce a retinol tonight in a small amount, only if your skin has been calm for two consecutive days. Otherwise, simply continue.

DAY SEVEN • Saturday

Take a second photo, in the same light, the same angle. The change after just one week — even the subtle one — is the proof. Begin again tomorrow.

INGREDIENT GLOSSARY

What to *Look For*.

Hyaluronic Acid

A humectant that holds 1,000 times its weight in water. The gold standard for hydration at any age.

Niacinamide

A form of vitamin B3 that calms redness, refines pores, and balances oil. Suitable for almost every skin type.

L-Ascorbic Acid

Pure vitamin C. Brightens, protects from environmental damage, and stimulates collagen. Use mornings only.

Retinol

A vitamin A derivative that accelerates cell turnover. The most-studied anti-ageing ingredient. Use evenings, two to three times a week to start.

Ceramides

Lipids that strengthen the skin barrier. Essential for anyone with sensitive, dry, or compromised skin.

Squalane

A plant-derived oil that mimics the skin's natural sebum. Lightweight, non-comedogenic, deeply nourishing.

A FINAL NOTE

On Patience, & *Trust*.

Skincare is the slowest beauty practice there is. Not because the right products do not work — they do — but because skin renews itself on a 28-day cycle. What you apply tonight will not reveal its full work for nearly a month.

Trust the process. Resist the urge to add more. The women with the most luminous skin we know are not the ones with the most products. They are the ones who have, quietly and consistently, kept the same simple rituals for years.

That, in the end, is the secret. There is no other.

THE SEVEN-DAY PROTOCOL

What to *Do*, Day by Day.

The philosophy is the foundation. The protocol is the practice. Below is the exact day-by-day schedule, including which steps to do morning and evening, and which days to introduce active ingredients. Cross off each step as you go.

Day 01 — Strip Back

Schedule: AM: Cleanser, moisturizer, SPF only. PM: Cleanser, moisturizer.

Rest your skin. No actives, no exfoliants, no serums. Today is about giving your barrier a quiet day.

Day 02 — Hydration In

Schedule: AM: Cleanser, hyaluronic serum, moisturizer, SPF. PM: Cleanser, hyaluronic serum, moisturizer.

Add the simplest, gentlest active — hyaluronic acid. Apply to slightly damp skin for maximum draw.

Day 03 — Vitamin C Morning

Schedule: AM: Cleanser, vitamin C, moisturizer, SPF. PM: Cleanser, hyaluronic, moisturizer.

Add vitamin C in the morning only. Three drops, pressed in. Wait two minutes before moisturizer.

Day 04 — Maintain & Observe

Schedule: Repeat Day 03 routine.

Notice. How does your skin feel? Tighter? Bouncier? Note any reactions before adding the next step.

Day 05 — Exfoliate, Gently

Schedule: AM: Same as Day 03. PM: Cleanser, gentle exfoliant (lactic or PHA), moisturizer.

Add a gentle chemical exfoliant in the evening only. Once. Do not use vitamin C and exfoliant on the same day yet.

Day 06 — Active Pause

Schedule: AM: Same as Day 03. PM: Cleanser, hyaluronic, moisturizer.

Skip the exfoliant tonight. Let your skin settle. Hydration only.

Day 07 — The Full Routine

Schedule: AM: Cleanser, vitamin C, hyaluronic, moisturizer, SPF. PM: Cleanser, exfoliant (1-2x/week from now), hyaluronic, moisturizer.

This is the routine you will keep. Five steps morning, four steps evening. The exfoliant becomes a 1-2x weekly treatment, not nightly.

YOUR ROUTINE BUILDER

Print This. *Fill It In.*

Use the lines below to write down the actual products you are using each day. After seven days, you will have your personal routine, recorded.

MORNING ROUTINE

Cleanser: _____

Vitamin C serum: _____

Hyaluronic acid: _____

Moisturizer: _____

SPF: _____

EVENING ROUTINE

Cleanser: _____

Exfoliant (1-2x/week): _____

Hyaluronic acid: _____

Moisturizer: _____

WEEKLY CHECK-IN

How does your skin feel after seven days?

What has changed?

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