



DREAMS & BEYOND
— E S T H E T I C S —

TO ACHIEVE A *dream*,
YOU NEVER SLEEP.

DREAM *Academy*

★ THE DREAM SKIN RESET ★

YOUR **30 DAY** GUIDE
TO HEALTHY LOOKING SKIN

★
FEATURING:

BARRIER REPAIR EDUCATION ★ HYPERPIGMENTATION GUIDE
DAILY SKIN JOURNAL ★ NUTRITION TIPS ★ PRODUCT EDUCATION
DREAM MISSIONS ★ HABIT TRACKERS ★ EXPERT ESTHETICIAN TIPS
30 DAY CHALLENGE ★ WEEKLY CHECK-INS

★
Make your dream skin a reality. ★

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THE DREAM ACADEMY PROMISE

- | | |
|---|--|
| <ul style="list-style-type: none"> ✦ I promise to care for my skin with patience. ✦ I promise to choose consistency over perfection. ✦ I promise to protect my skin with intention. ✦ I promise to give myself grace throughout this journey. ✦ I understand that healthy skin is not built overnight. | <ul style="list-style-type: none"> ✦ I am committed to trusting the process. ✦ Today, I choose to invest in myself. ✦ Today, I begin my Dream Skin journey. |
|---|--|

Dreamer's Signature: _____

Date: _____

Make your dream skin a reality. ♥

WELCOME HOME, DREAMER.

WELCOME TO DREAM ACADEMY.

I am so happy you're here.

Whether you're beginning your skincare journey or looking to better understand your skin, you've already taken the first step by investing in yourself.

Dream Academy was created to help you build confidence through education, consistency, and intentional skincare. My goal is not only to help you achieve healthier looking skin, but to help you understand why your skin behaves the way it does.

Inside these pages, you'll learn the science behind healthy skin in a way that feels simple, approachable, and empowering.

This is a place where we focus on progress instead of perfection. Every routine, lesson, and habit in this workbook was created with purpose because healthy skin is built one intentional choice at a time.

No matter where you're starting, I want you to know that your journey matters, your progress matters, and you are capable of achieving the skin you've been dreaming of.

*Welcome to Dream Academy.
Let's make your dream skin a reality.*

HOW TO USE THIS GUIDE

Dream Academy is designed to be your personal skincare coach.

Each chapter builds on the one before it, so I encourage you to work through this workbook in order. Every lesson was thoughtfully placed to help you understand not only what to do, but why it matters.

Throughout the workbook, you'll find educational lessons, Dream Tips, journal prompts, habit trackers, skincare routines, and your **30 Day Dream Skin Reset**.



TAKE YOUR TIME.

Don't rush your learning or your journey.



HIGHLIGHT PAGES.

Mark what speaks to you.



WRITE NOTES.

Make this workbook your own.



COMPLETE THE ACTIVITIES.

They are designed to help you grow.



COME BACK ANYTIME.

Revisit lessons whenever you need a refresher.

Healthy skin is not built overnight. It is built through consistency, patience, and small daily habits that become a lifestyle.

Trust the process, stay committed, and celebrate every step forward.

YOUR DREAM SKIN MINDSET



Healthy skin begins with the way you think about your journey.

Many people spend years searching for the perfect product, hoping it will solve every concern overnight. While quality skincare is important, lasting results come from consistency, education, and healthy habits.

Your skin is constantly changing. Some days it may feel hydrated and glowing. Other days it may feel dry, sensitive, or unpredictable. That is completely normal.

Instead of chasing perfection, choose to celebrate progress.

Every time you complete your routine, drink more water, wear your sunscreen, or choose habits that support your skin, you are investing in your future self.

Healthy skin is not about having flawless skin every single day.

It's about understanding your skin, listening to its needs, and showing up for yourself with patience and care.

DREAM AFFIRMATIONS

- ★ I choose progress over perfection.
- ★ I trust the process.
- ★ I am consistent even when results are not immediate.
- ★ I give my skin patience and grace.
- ★ I deserve to feel confident in my skin.
- ★ Every small step brings me closer to my dream skin.



SET YOUR INTENTION

Before we begin, I want you to take a moment for yourself.

Think about why you started this journey. Your intention will become your reminder on the days when motivation feels low.

Write honestly.

There are no right or wrong answers.

Why are you beginning your Dream Skin journey?



SELF ASSESSMENT

My biggest skin concern is:

- ☐ Hyperpigmentation
- ☐ Dryness
- ☐ Dehydration
- ☐ Sensitive skin
- ☐ Compromised skin barrier
- ☐ Acne marks
- ☐ Uneven skin tone
- ☐ Other _____

At the end of this journey I hope to...



MY PROMISE TO MYSELF

I promise to show up for myself with patience, consistency, and kindness.

I understand that healthy skin takes time, and I am committed to trusting the process while giving myself grace along the way.



Signature

Date

____/____/____



YOU ARE NOT JUST LEARNING ABOUT SKINCARE.

You are investing in yourself.

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★ SELF ASSESSMENT

My biggest skin concern is:

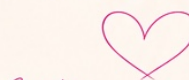
- ☐ Hyperpigmentation
- ☐ Dryness
- ☐ Dehydration
- ☐ Sensitive skin
- ☐ Compromised skin barrier
- ☐ Acne marks
- ☐ Uneven skin tone
- ☐ Other _____

*At the end of this journey
I hope to...*

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I understand that healthy skin takes time, and I am committed to trusting the process while giving myself grace along the way.



Signature _____

Date ____ / ____ / ____

THE DREAM METHOD™

Healthy skin is not created by luck. It's created by intention.

The Dream Method is the foundation of everything we believe at Dreams & Beyond Esthetics.

There are thousands of skincare products available today, each promising quick results and instant transformations. While skincare products are important, healthy skin is about much more than what you apply to your face.

Your daily habits, consistency, lifestyle, nutrition, and the health of your skin barrier all work together to create healthy looking skin.

The Dream Method was created to simplify skincare by focusing on what truly matters.

Everything you learn throughout Dream Academy will connect back to these five pillars.

PILLAR ONE



BARRIER BEFORE BEAUTY

Healthy skin always begins with a healthy skin barrier.

Many people focus on treating dark spots, acne scars, or signs of aging without first strengthening the skin itself. When your skin barrier is compromised, your skin cannot function at its best.

A weakened barrier can lead to dryness, sensitivity, irritation, redness, and increased water loss. It can also make it more difficult for your skin to tolerate active ingredients.

Before correcting your skin concerns, your skin must first be healthy enough to receive those treatments.

Healthy skin is the foundation of beautiful skin.

Dream Tip ♥

Think of your skin barrier as the walls of your home. When the walls are damaged, everything inside becomes vulnerable. Repair the foundation first, then build everything else on top of it.

PILLAR TWO



CONSISTENCY CREATES RESULTS

Healthy skin is not created in one facial.

It is not created by one serum or one expensive moisturizer.

Healthy skin is created through small habits repeated every single day.

Many people stop using products because they expect dramatic changes after one week. In reality, skin needs time to renew itself.

Some people notice changes quickly, while others need several weeks before seeing improvement.

Consistency is what separates temporary results from lasting transformation.

Dream Tip ♥

You do not have to be perfect. You simply have to be consistent.

PILLAR THREE



KNOWLEDGE IS POWER

The more you understand your skin, the better decisions you can make.

Many skincare mistakes happen because people simply were never taught how their skin works.

Education helps you understand:

- ✦ Why your skin behaves the way it does.
- ✦ Why ingredients matter.
- ✦ Why routines matter.
- ✦ Why your barrier matters.
- ✦ Why sunscreen matters.

Knowledge removes the guesswork. Dream Academy exists because informed decisions create healthier skin.

PILLAR FOUR



LIFESTYLE SHOWS UP ON YOUR SKIN

Your skincare routine is only one part of the picture.

Your skin is influenced by how you care for your body every day.

- ✦ Quality sleep.
- ✦ Hydration.
- ✦ Balanced nutrition.
- ✦ Stress management.
- ✦ Exercise.
- ✦ Clean habits.

All of these contribute to healthier looking skin.

Beautiful skin is created from both the inside and the outside.

Dream Tip ♥

Your skincare products support your skin. Your lifestyle supports your results.

PILLAR FIVE



PROGRESS OVER PERFECTION

One breakout does not erase your progress. One missed routine does not ruin your journey.

Healthy skin is not about perfection. It is about showing up for yourself consistently. Some days your skin will glow.

Other days it may feel dry, sensitive, or unpredictable. That is completely normal.

Instead of asking yourself if your skin is perfect, ask yourself if you're taking care of it with intention.

Small improvements become lasting transformations.

Celebrate every victory. Trust every lesson. Keep showing up.

Because healthy skin is never built overnight. It is built one intentional day at a time.

THE DREAM PROMISE

- ✦ At Dreams & Beyond Esthetics, we believe skincare should feel empowering, not overwhelming.
- ✦ We believe education is just as important as the products you use.
- ✦ We believe healthy skin starts with a healthy skin barrier.
- ✦ We believe consistency will always outperform perfection.
- ✦ Most importantly, we believe everyone deserves to feel confident in their own skin.

Welcome to The Dream Method.

LET'S MAKE YOUR DREAM SKIN A REALITY.

SKIN BARRIER UNIVERSITY

"Healthy skin begins with understanding your skin."

Before you can choose the right products, build an effective routine, or treat your skin concerns, you first need to understand the incredible organ you're caring for every day.

Your skin is more than what you see in the mirror. It is your body's largest organ and your first line of defense against the outside world.

Throughout this chapter, you'll learn how your skin functions, why your skin barrier matters, and how to recognize what your skin is trying to tell you.

Remember, knowledge creates confidence.

Let's begin.

DREAM TIP

Your skin isn't working against you. It's communicating with you. Learn to listen before trying to fix it.

1 LESSON 1 THE SCIENCE OF SKIN

Your skin is the largest organ in your body, covering approximately 20 square feet. Every day, it works around the clock to protect you from bacteria, pollution, harmful UV rays, chemicals, and environmental stressors.

Your skin is also responsible for helping regulate body temperature, preventing excessive water loss, supporting your immune system, and allowing you to experience sensations like touch, heat, and cold.

*Healthy skin is not just beautiful.
Healthy skin is functional.*

When your skin is functioning properly, it protects you while keeping moisture where it belongs.

2 LESSON 2 HOW YOUR SKIN WORKS

Your skin is made up of three main layers.



EPIDERMIS

This is the outermost layer of your skin and the layer you see every day. Its job is to protect your body while keeping moisture inside. This is where your skin barrier lives.



DERMIS

The middle layer contains collagen, elastin, blood vessels, nerves, and hair follicles. This layer gives skin strength, firmness, and elasticity.



HYPODERMIS

The deepest layer stores fat, cushions your body, and helps regulate temperature.

Think of your skin like a beautiful home. The foundation supports everything. The walls provide structure. The roof protects what's inside. If the roof is damaged, the entire home becomes vulnerable. Your skin works the same way.

3 LESSON 3 UNDERSTANDING THE SKIN BARRIER

The skin barrier is the outermost protective layer of your skin.

Think of it as your body's natural shield.

Its job is simple.

KEEP THE GOOD THINGS IN.
KEEP THE BAD THINGS OUT.

A healthy skin barrier helps retain moisture while protecting against bacteria, irritants, allergens, pollution, and environmental damage.

When your skin barrier is strong, your skin looks healthier, feels smoother, and functions the way it was designed to.

WHAT HAPPENS WHEN THE BARRIER IS DAMAGED?

When the barrier becomes weakened, moisture escapes more easily and irritants can enter more easily. This often leads to dryness, sensitivity, redness, flaking, irritation, tightness, and discomfort.

Many people mistakenly treat these symptoms with stronger products when what their skin actually needs is repair.

4 LESSON 3 HEALTHY VS. COMPROMISED SKIN BARRIERS

A HEALTHY BARRIER LOOKS LIKE

- ☐ Soft
- ☐ Smooth
- ☐ Comfortable
- ☐ Hydrated
- ☐ Resilient
- ☐ Even looking
- ☐ Healthy glow
- ☐ Minimal irritation
- ☐ Products absorb comfortably



A COMPROMISED BARRIER MAY LOOK LIKE

- ☐ Dry
- ☐ Flaky
- ☐ Tight
- ☐ Rough
- ☐ Red
- ☐ Sensitive
- ☐ Irritated
- ☐ Burning
- ☐ Stinging
- ☐ Products suddenly sting when applied



5 LESSON 3 SIGNS OF AN UNHEALTHY BARRIER

Your skin may be trying to tell you it needs help if you notice:

- + Persistent dryness
- + Flaking
- + Redness
- + Itching
- + Sensitivity
- + Burning when applying products
- + Feeling tight after cleansing
- + Excessive oil production from dehydration
- + Frequent irritation
- + Difficulty tolerating skincare

Remember, damaged skin barriers are common and can often improve with gentle care and consistency.

6 LESSON 6 DRY VS. DEHYDRATED SKIN

These two concerns are commonly confused, but they are not the same.

DRY SKIN

Dry skin is a skin type. It produces less oil than it needs, making it more likely to feel rough, flaky, or tight.

Dry skin usually benefits from nourishing oils and moisturizers.

DEHYDRATED SKIN

Dehydrated skin is a skin condition. It lacks water, not oil.

Even oily skin can become dehydrated. Signs include:

- Tightness
- Dull appearance
- Fine dehydration lines
- Skin that feels dry but also looks oily

QUICK TEST

If your skin feels tight but becomes shiny a few hours later, dehydration may be contributing to the problem.

7 LESSON 7 SKIN TYPES VS. SKIN CONCERNS



SKIN TYPES

- Normal
- Dry
- Oily
- Combination
- Sensitive

These generally stay consistent over time.



SKIN CONCERNS

- Hyperpigmentation
- Acne marks
- Fine lines
- Redness
- Dehydration
- Sensitivity
- Large pores
- Dullness

These can change based on your lifestyle, environment, hormones, and routine.

Understanding the difference helps you choose products that support both your skin type and your current concerns.

8 LESSON 8 pH BALANCE & SKIN HEALTH

Your skin has a naturally slightly acidic surface called the acid mantle. This protective layer helps support your skin barrier and defend against harmful bacteria.

Using harsh cleansers or over cleansing can disrupt this balance, leaving skin feeling dry, irritated, or tight.

Choosing gentle, pH balanced products can help support your skin's natural defenses.



9 LESSON 9 READING PRODUCT LABELS

Understanding product labels helps you become a smarter skincare shopper.

- ✓ Read the directions before using the product.
- ✓ Check for ingredients you know you may be sensitive to.
- ✓ Look for an expiration symbol or recommended period after opening.
- ✓ Avoid choosing products based solely on marketing claims.



Remember that more expensive does not always mean better, and more ingredients do not always mean better results.

10 LESSON 9 BUILDING YOUR BARRIER

Healthy skin starts with healthy habits. To support your skin barrier:



Use a gentle cleanser.



Moisturize consistently.



Wear SPF every day.



Avoid over-exfoliating.



Introduce new products gradually.



Avoid picking at your skin.



Drink enough water.



Get quality sleep.



Choose products that support your skin rather than overwhelm it.

Most importantly, be patient. Your skin is constantly renewing itself, and healthy habits practiced consistently will always outperform quick fixes.

DREAM REFLECTION

What is one habit you can begin today to better support your skin barrier?

ESTELLA'S DREAM TIP

Your skin barrier is your first priority. When you take care of your barrier, your skin becomes stronger, healthier, and better prepared to address concerns like hyperpigmentation, dryness, and visible signs of aging.

Healthy skin is not about using the most products.

It is about using the right products consistently and giving your skin the support it needs to thrive.

Make your dream skin a reality.

SKIN BARRIER UNIVERSITY

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Your skin is also responsible for helping regulate body temperature, preventing excessive water loss, supporting your immune system, and allowing you to experience sensations like touch, heat, and cold.

Healthy skin is not just beautiful. Healthy skin is functional.

FUN SKIN FACTS

- ★ Your skin renews itself approximately every 28 to 40 days, although this process naturally slows as we age.
- ★ Your skin sheds thousands of dead skin cells every single day.
- ★ Your skin is constantly communicating with you through dryness, oiliness, redness, irritation, and breakouts.

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Your skin is made up of three main layers.



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This is the outermost layer of your skin and the layer you see every day. Its job is to protect your body while keeping moisture inside. This is where your skin barrier lives.



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The middle layer contains collagen, elastin, blood vessels, nerves, and hair follicles. This layer gives skin strength, firmness, and elasticity.



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- Flaky
- Tight
- Rough
- Red
- Sensitive
- Irritated
- Burning
- Stinging
- Products suddenly sting when applied



Dream Tip

If your skincare products suddenly begin burning or stinging, your skin may be asking for barrier support rather than stronger treatments.

5 LESSON 5 SIGNS OF AN UNHEALTHY BARRIER

Your skin may be trying to tell you it needs help if you notice:

- ★ Persistent dryness
- ★ Flaking
- ★ Redness
- ★ Itching
- ★ Sensitivity
- ★ Burning when applying products
- ★ Feeling tight after cleansing
- ★ Excessive oil production from dehydration
- ★ Frequent irritation
- ★ Difficulty tolerating skincare

Remember, damaged skin barriers are common and can often improve with gentle care and consistency.

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SKIN TYPES

- Normal
- Dry
- Oily
- Combination
- Sensitive

These generally stay consistent over time.

SKIN CONCERNS

- Hyperpigmentation
- Acne marks
- Fine lines
- Redness
- Dehydration
- Sensitivity
- Large pores
- Dullness

These can change based on your lifestyle, environment, hormones, and routine.

Understanding the difference helps you choose products that support both your skin type and your current concerns.

8 LESSON 8 pH BALANCE & SKIN HEALTH

Your skin has a naturally slightly acidic surface called the acid mantle. This protective layer helps support your skin barrier and defend against harmful bacteria.

The ideal pH for healthy skin should be between:

4.5 - 5.5



Using harsh cleansers or over cleansing can disrupt this balance, leaving skin feeling dry, irritated, or tight.

Choosing gentle, pH balanced products can help support your skin's natural defenses.

9 LESSON 9 READING PRODUCT LABELS

Understanding product labels helps you become a smarter skincare shopper.

- ✓ Read the directions before using the product.
- ✓ Check for ingredients you know you may be sensitive to.
- ✓ Look for an expiration symbol or recommended period after opening.
- ✓ Avoid choosing products based solely on marketing claims.



Remember that more expensive does not always mean better, and more ingredients do not always mean better results.

10 LESSON 10 BUILDING YOUR BARRIER

Healthy skin starts with healthy habits. To support your skin barrier:

- Use a gentle cleanser.
- Moisturize consistently.
- Wear SPF every day.
- Avoid over exfoliating.
- Introduce new products gradually.
- Avoid picking at your skin.
- Drink enough water.
- Get quality sleep.
- Choose products that support your skin rather than overwhelm it.

Most importantly, be patient. Your skin is constantly renewing itself, and healthy habits practiced consistently will always outperform quick fixes.

DREAM REFLECTION

What is one habit you can begin today to better support your skin barrier?

ESTELLA'S DREAM TIP

Your skin barrier is your first priority. When you take care of your barrier, your skin becomes stronger, healthier, and better prepared to address concerns like hyperpigmentations, dryness, and visible signs of aging.

Healthy skin is not about using the most products.

It is about using the right products consistently and giving your skin the support it needs to thrive.

Make your dream skin a reality.

SKIN BARRIER UNIVERSITY

"Healthy skin begins with understanding your skin."

Before you can choose the right products, build an effective routine, or treat your skin concerns, you first need to understand the incredible organ you're caring for every day.

Your skin is more than what you see in the mirror. It is your body's largest organ and your first line of defense against the outside world.

Throughout this chapter, you'll learn how your skin functions, why your skin barrier matters, and how to recognize what your skin is trying to tell you.

Remember, knowledge creates confidence.

Let's begin.

DREAM TIP

Your skin isn't working against you. It's communicating with you. Learn to listen before trying to fix it.

1 LESSON 1 THE SCIENCE OF SKIN

Your skin is the largest organ in your body, covering approximately 20 square feet. Every day, it works around the clock to protect you from bacteria, pollution, harmful UV rays, chemicals, and environmental stressors.

Your skin is also responsible for helping regulate body temperature, preventing excessive water loss, supporting your immune system, and allowing you to experience sensations like touch, heat, and cold.

*Healthy skin is not just beautiful.
Healthy skin is functional.*

When your skin is functioning properly, it protects you while keeping moisture where it belongs.

2 LESSON 2 HOW YOUR SKIN WORKS

Your skin is made up of three main layers.



EPIDERMIS

This is the outermost layer of your skin and the layer you see every day. Its job is to protect your body while keeping moisture inside. This is where your skin barrier lives.



DERMIS

The middle layer contains collagen, elastin, blood vessels, nerves, and hair follicles. This layer gives skin strength, firmness, and elasticity.



HYPODERMIS

The deepest layer stores fat, cushions your body, and helps regulate temperature.



Think of your skin like a beautiful home. The foundation supports everything. The walls provide structure. The roof protects what's inside. If the roof is damaged, the entire home becomes vulnerable. Your skin works the same way.

3 LESSON 3 UNDERSTANDING THE SKIN BARRIER

The skin barrier is the outermost protective layer of your skin.

Think of it as your body's natural shield.

Its job is simple.

KEEP THE GOOD THINGS IN.
KEEP THE BAD THINGS OUT.



A healthy skin barrier helps retain moisture while protecting against bacteria, irritants, allergens, pollution, and environmental damage.

When your skin barrier is strong, your skin looks healthier, feels smoother, and functions the way it was designed to.

WHAT HAPPENS WHEN THE BARRIER IS DAMAGED?

When the barrier becomes weakened, moisture escapes more easily and irritants can enter more easily. This often leads to dryness, sensitivity, redness, flaking, irritation, tightness, and discomfort.

Many people mistakenly treat these symptoms with stronger products when what their skin actually needs is repair.

4 LESSON 3 HEALTHY VS. COMPROMISED SKIN BARRIERS

A HEALTHY BARRIER LOOKS LIKE

- ☐ Soft
- ☐ Smooth
- ☐ Comfortable
- ☐ Hydrated
- ☐ Resilient
- ☐ Even looking
- ☐ Healthy glow
- ☐ Minimal irritation
- ☐ Products absorb comfortably



A COMPROMISED BARRIER MAY LOOK LIKE

- ☐ Dry
- ☐ Flaky
- ☐ Tight
- ☐ Rough
- ☐ Red
- ☐ Sensitive
- ☐ Irritated
- ☐ Burning
- ☐ Stinging
- ☐ Products suddenly sting when applied



5 LESSON 3 SIGNS OF AN UNHEALTHY BARRIER

Your skin may be trying to tell you it needs help if you notice:

- + Persistent dryness
- + Flaking
- + Redness
- + Itching
- + Sensitivity
- + Burning when applying products
- + Feeling tight after cleansing
- + Excessive oil production from dehydration
- + Frequent irritation
- + Difficulty tolerating skincare

Remember, damaged skin barriers are common and can often improve with gentle care and consistency.

6 LESSON 6 DRY VS. DEHYDRATED SKIN

These two concerns are commonly confused, but they are not the same.

DRY SKIN

Dry skin is a skin type. It produces less oil than it needs, making it more likely to feel rough, flaky, or tight.

Dry skin usually benefits from nourishing oils and moisturizers.



DEHYDRATED SKIN

Dehydrated skin is a skin condition. It lacks water, not oil.

Even oily skin can become dehydrated.

- Signs include:
- Tightness
 - Dull appearance
 - Fine dehydration lines
 - Skin that feels dry but also looks oily

QUICK TEST

If your skin feels tight but becomes shiny a few hours later, dehydration may be contributing to the problem.

7 LESSON 7 SKIN TYPES VS. SKIN CONCERNS



SKIN TYPES

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- Oily
- Combination
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Healthy skin starts with healthy habits. To support your skin barrier:



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Moisturize consistently.



Wear SPF every day.



Avoid over exfoliating.



Introduce new products gradually.



Avoid picking at your skin.



Drink enough water.



Get quality sleep.



Choose products that support your skin rather than overwhelm it.

Most importantly, be patient. Your skin is constantly renewing itself, and healthy habits practiced consistently will always outperform quick fixes.

DREAM REFLECTION

What is one habit you can begin today to better support your skin barrier?

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It is about using the right products consistently and giving your skin the support it needs to thrive.

Make your dream skin a reality.

HYPERPIGMENTATION ACADEMY

"Every dark spot has a story. Understanding that story is the first step toward healthier looking skin."

Hyperpigmentation is one of the most common skin concerns across all skin tones, especially in melanated skin. While it can be frustrating, it is also one of the concerns that responds best to a consistent routine, daily sun protection, and patience.

In this chapter, you'll learn what hyperpigmentation is, what causes it, and how to support a brighter, more even looking complexion without compromising your skin barrier.

Remember, healthy skin comes before bright skin.

DREAM TIP

The darker your natural skin tone, the more likely your skin is to produce excess melanin after inflammation. This is why prevention is just as important as treatment.

1 LESSON 1
WHAT IS
HYPERPIGMENTATION?

Hyperpigmentation is the darkening of certain areas of the skin caused by an increase in melanin production.

Melanin is the natural pigment that gives your skin, hair, and eyes their color. When your skin experiences inflammation, injury, hormones, or sun exposure, it may produce extra melanin as part of its natural response. This extra melanin can leave behind darker patches or spots.

Hyperpigmentation is not harmful, but it can affect confidence and often takes time to improve.

COMMON CAUSES

- ★ Sun exposure
- ★ Inflammation
- ★ Acne
- ★ Scratching or picking at skin
- ★ Ingrown hairs
- ★ Bug bites
- ★ Hormonal changes
- ★ Burns
- ★ Skin injuries
- ★ Certain medications

DREAM TIP

The darker your natural skin tone, the more likely your skin is to produce excess melanin after inflammation. This is why prevention is just as important as treatment.

2 LESSON 2
TYPES OF
HYPERPIGMENTATION

Not all dark spots are the same. Understanding the cause helps determine the best approach.

POST INFLAMMATORY
HYPERPIGMENTATION (PIH)

Dark spots that develop after inflammation or injury. Common causes include acne, ingrown hairs, eczema flare ups, cuts, burns, insect bites, and picking at the skin.



MELASMA

Often appears as larger patches of discoloration. Commonly associated with hormones, pregnancy, birth control, genetics, and sun exposure. Melasma requires consistent management and daily sunscreen because it can return even after it improves.



SUN SPOTS

Also called age spots or solar lentigines. These develop after years of repeated sun exposure and become more common with age.

3 LESSON 3
MELASMA

Melasma usually appears as symmetrical patches on the cheeks, forehead, upper lip, or chin.

Unlike acne marks, melasma is influenced by hormones as well as UV exposure.

Because melasma is easily triggered by sunlight, daily sunscreen is one of the most important parts of any routine.

There is no overnight solution for melasma. The goal is to manage it through consistency, sun protection, and gentle skincare.

4 LESSON 4
POST INFLAMMATORY
HYPERPIGMENTATION

Post inflammatory hyperpigmentation, often called PIH, develops after the skin experiences inflammation.

Examples include:

- ★ Acne breakouts
- ★ Waxing irritation
- ★ Ingrown hairs
- ★ Eczema flare ups
- ★ Psoriasis flare ups
- ★ Bug bites
- ★ Cuts and scrapes
- ★ Picking pimples

The good news is that PIH often improves over time with proper skincare and protection from the sun.

5 LESSON 5
ACNE MARKS

Not every mark left behind after acne is a scar. Many acne marks are actually post inflammatory hyperpigmentation.

Unlike true scars, these dark spots are caused by excess pigment and may gradually fade with time and proper care.

One of the biggest mistakes people make is trying to treat these spots too aggressively. Overusing exfoliants or harsh products can increase irritation and make pigmentation appear worse.

Gentle, consistent skincare often produces the best long term results.

6 LESSON 6
INFLAMMATION AND
DARK SPOTS

Inflammation is one of the biggest contributors to hyperpigmentation. Whenever the skin becomes irritated, it may respond by producing more melanin.

This is why it's so important to avoid unnecessary irritation.

Examples include:

- ★ Picking pimples
- ★ Harsh shaving
- ★ Scratching bug bites
- ★ Improper waxing
- ★ Over exfoliating
- ★ Using products that burn or sting
- ★ Aggressive scrubbing

DREAM TIP

If your routine constantly irritates your skin, your skin may never get the chance to heal. Sometimes doing less leads to better results.

7 LESSON 7
WHY PATIENCE MATTERS

One of the biggest misconceptions about hyperpigmentation is that it disappears quickly.

Healthy skin renews itself gradually, and excess pigment takes time to fade.

Some people begin noticing improvement within 4 to 6 weeks, while deeper pigmentation may take several months of consistent care.

The key is staying consistent rather than constantly switching products.



Remember:
Progress is still progress,
even if it feels slow.

8 LESSON 8
BRIGHTENING
THE RIGHT WAY

Brightening should never come at the expense of your skin barrier.

Before focusing on dark spots, make sure your skin is healthy enough to tolerate brightening ingredients.

A healthy brightening routine includes:

- 🧴 Gentle cleansing
- 🧴 Barrier supporting moisturizer
- ☀️ Daily sunscreen
- 🧴 Patience
- 🔄 Consistency

Once your barrier is healthy, targeted brightening products can become part of your routine. Healthy skin responds better to treatment than irritated skin.

9 LESSON 9
COMMON MISTAKES

- ★ Trying to fade dark spots without wearing sunscreen.
- ★ Picking at blemishes.
- ★ Over exfoliating.
- ★ Using too many active ingredients at once.
- ★ Switching products every few weeks.
- ★ Expecting overnight results.
- ★ Skipping moisturizer because you have oily skin.
- ★ Ignoring your skin barrier.
- ★ Not patch testing new products.
- ★ Comparing your journey to someone else's.

10 HYPERPIGMENTATION
MYTHS

- ✗ MYTH: Once a dark spot fades, sunscreen is no longer necessary.
- ✓ FACT: UV exposure can trigger new pigmentation and make existing discoloration appear darker.
- ✗ MYTH: Scrubbing your skin harder will fade dark spots faster.
- ✓ FACT: Excess friction can increase irritation and inflammation, which may worsen hyperpigmentation.
- ✗ MYTH: If a product tingles or burns, it's working.
- ✓ FACT: Burning is not a sign of effectiveness. Persistent irritation can compromise your skin barrier.

DREAM REFLECTION

What habits might be contributing to your hyperpigmentation?

- ☐ Do you pick at blemishes?
- ☐ Do you skip sunscreen?
- ☐ Do you over exfoliate?

Write down one habit
you'll begin changing today.

ESTELLA'S DREAM TIP

Healthy skin is always the goal.

When you protect your skin barrier, wear sunscreen consistently, and care for your skin with patience, you're creating the environment your skin needs to naturally renew itself.

Remember, every routine, every layer of sunscreen, and every healthy habit is an investment in your future skin.

Make your dream skin a reality. 

SPF UNIVERSITY

"The best anti aging product you'll ever own isn't a serum. It's sunscreen."

If there is one skincare product I wish everyone used every single day, it would be sunscreen.

Many people think sunscreen is only necessary when they're at the beach or spending hours outdoors. The truth is, UV exposure happens every day, whether you're driving, walking to your car, sitting near a window, or enjoying a cloudy afternoon.

Sunscreen is not just about preventing sunburn. It is one of the most effective ways to help protect your skin from premature aging, uneven skin tone, and further discoloration.

No matter your skin tone, sunscreen deserves a place in your daily routine.

DREAM TIP

Think of sunscreen as protecting your investment. Every cleanser, moisturizer, serum, and treatment works harder when you protect your skin with SPF every single day.

1 LESSON 1 WHY EVERYONE NEEDS SPF

Sun protection is one of the simplest ways to support healthy looking skin.

Daily sunscreen can help:

- ♥ Reduce the risk of sunburn.
- ♥ Support an even looking skin tone.
- ♥ Protect your skin from premature aging caused by UV exposure.
- ♥ Help prevent existing hyperpigmentation from becoming darker.
- ♥ Support the results of your skincare routine.
- ♥ Protect collagen and elastin, which help keep skin firm and smooth.

Even if you spend most of your day indoors, UV rays can still reach your skin through windows. Think of sunscreen as the final step that helps protect all of the effort you put into your skincare routine.

2 LESSON 2 SPF & ANTI AGING

Many visible signs of aging are influenced by long term sun exposure.

Without daily protection, UV rays can contribute to the appearance of:

- ♥ Fine lines
- ♥ Wrinkles
- ♥ Loss of firmness
- ♥ Uneven skin tone
- ♥ Dark spots

A daily sunscreen routine helps preserve your skin's healthy appearance over time.

A few minutes each morning can make a noticeable difference years from now.

3 LESSON 3 SPF & HYPERPIGMENTATION

If you're working to fade dark spots, sunscreen is essential.

Without sun protection, UV exposure can trigger additional melanin production, making existing discoloration appear darker and slowing the appearance of improvement.

Think of brightening products as helping to improve uneven tone, while sunscreen helps protect the progress you're making.

Both work best together.

4 LESSON 4 WHY MELANATED SKIN NEEDS SPF

One of the biggest skincare myths is that deeper skin tones do not need sunscreen.

While melanin offers some natural protection against UV damage, it does not prevent sun damage entirely.

Melanated skin can still experience:

- ♥ Hyperpigmentation
- ♥ Sun damage
- ♥ Premature aging
- ♥ Uneven skin tone
- ♥ Skin cancer

Daily sunscreen is an important part of caring for every skin tone.

Healthy skin is protected skin.

5 LESSON 5 UVA VS. UVB RAYS

UVA RAYS

These rays penetrate deeper into the skin. They are associated with visible signs of aging and can contribute to uneven skin tone.

UVA rays are present year round and can pass through windows.

UVB RAYS

These rays primarily affect the outer layers of the skin. They are the main cause of sunburn and also contribute to skin damage.

Both UVA and UVB protection are important when choosing a broad spectrum sunscreen.

6 LESSON 6 HOW MUCH SPF SHOULD YOU APPLY?

Most adults need approximately two finger lengths of sunscreen to adequately cover the face and neck.

Don't forget areas that are often missed:

- ♥ Ears
- ♥ Neck
- ♥ Hairline
- ♥ Chest
- ♥ Back of the hands

Apply sunscreen as the final step in your morning skincare routine before makeup.

7 LESSON 7 REAPPLICATION GUIDE

Sunscreen should be reapplied throughout the day, especially if you are spending time outdoors, sweating, or swimming.

As a general guideline:

- ✓ Reapply every two hours during prolonged outdoor exposure.
- ✓ Reapply after swimming or excessive sweating.
- ✓ Even on cloudy days, UV rays are still present.

Consistency is key.

8 LESSON 8 COMMON SUNSCREEN MYTHS

- ✗ MYTH: "I only need sunscreen in the summer."
✓ FACT: UV rays are present all year long.
- ✗ MYTH: "I have dark skin, so I don't need sunscreen."
✓ FACT: Every skin tone benefits from daily sun protection.
- ✗ MYTH: "I'm inside all day."
✓ FACT: UVA rays can pass through many windows, making daily protection a smart habit.
- ✗ MYTH: "My makeup has SPF, so that's enough."
✓ FACT: Most people do not apply enough makeup to receive the full SPF listed on the packaging. A dedicated sunscreen is still recommended.

DREAM REFLECTION

How often do you currently wear sunscreen?

What changes can you make to become more consistent?

ESTELLA'S DREAM TIP

Think of sunscreen as protecting your investment. Every cleanser, moisturizer, serum, and treatment works harder when you protect your skin with SPF every single day.

Make sun protection your daily act of self love.

PROTECT TODAY. GLOW TOMORROW.

NUTRITION ACADEMY

Nourish Your Body, Glow Within

Beautiful skin starts with more than what you apply to the surface.

The foods you eat, the water you drink, your sleep, stress levels, and daily habits all play a role in supporting healthy looking skin. While no single food or supplement can completely transform your complexion, nourishing your body with balanced nutrition can support your skin from the inside out.



The information in this chapter is intended for educational purposes and should not replace personalized medical advice. Always consult your dermatologist or healthcare provider before making significant changes to your diet, starting supplements, or treating a medical condition.

DREAM TIP

Healthy habits today create your glow tomorrow. Small choices, done consistently, lead to lasting results.

1 LESSON 1 Nutrition for Healthy Skin



Your skin constantly renews itself and needs nutrients to support that process.

A balanced diet rich in protein, healthy fats, colorful fruits and vegetables, whole grains, and adequate hydration can help support overall skin health.

Healthy skin begins with consistency, both in your skincare routine and your nutrition.

2 LESSON 2 Foods That Nourish Your Skin

Aim to include a variety of nutrient-rich foods in your meals.

- ♥ Leafy greens
- ♥ Sweet potatoes
- ♥ Bell peppers
- ♥ Blueberries
- ♥ Strawberries
- ♥ Oranges
- ♥ Tomatoes
- ♥ Avocados
- ♥ Nuts
- ♥ Seeds
- ♥ Beans
- ♥ Greek yogurt
- ♥ Eggs
- ♥ Salmon



These foods provide vitamins, minerals, antioxidants, and healthy fats that support your body's natural functions.

3 LESSON 3 Healthy Fats

Healthy fats help support your skin barrier and overall wellness.

- ♥ Avocados
- ♥ Olive oil
- ♥ Salmon
- ♥ Sardines
- ♥ Walnuts
- ♥ Flaxseed
- ♥ Chia seeds
- ♥ Pumpkin seeds



Healthy fats also help your body absorb certain vitamins.

4 LESSON 4 Protein & Skin Health

Protein provides the building blocks your body needs for healthy skin.

- ♥ Chicken
- ♥ Turkey
- ♥ Fish
- ♥ Eggs
- ♥ Greek yogurt
- ♥ Tofu
- ♥ Beans
- ♥ Lentils



Protein also supports the body's natural repair processes.

5 LESSON 5 Omega 3 Benefits

Omega 3 fatty acids help support overall skin health and may support a healthy inflammatory response in the body.

- ♥ Salmon
- ♥ Sardines
- ♥ Walnuts
- ♥ Flaxseed
- ♥ Chia seeds



If considering an omega 3 supplement, discuss it with your healthcare provider to determine whether it is appropriate for you.

6 LESSON 6 Colorful Fruits & Vegetables

Eat the rainbow. Different colors provide different beneficial plant compounds.

- ♥ Red
- ♥ Orange
- ♥ Yellow
- ♥ Green
- ♥ Blue
- ♥ Purple



Aim to include several colors throughout your day.

7 LESSON 7 Gut Health & Skin

Researchers continue to study the relationship between gut health and skin.

Supporting gut health may include eating:

- ♥ Fiber-rich foods
- ♥ Fruits
- ♥ Vegetables
- ♥ Whole grains
- ♥ Fermented foods such as yogurt, kefir, kimchi, or sauerkraut if they work well for you.

Every person responds differently.

8 LESSON 8 Vitamins That Support Healthy Skin

Always speak with your healthcare provider before starting new supplements, especially if you have medical conditions or take medications.

- ♥ Vitamin C
- ♥ Vitamin D if recommended by your provider
- ♥ Omega 3 fatty acids
- ♥ Zinc
- ♥ Iron if you are deficient
- ♥ Collagen peptides may support skin elasticity for some individuals

A balanced diet should always be the foundation whenever possible.

9 LESSON 9 Processed Foods & Inflammation

Highly processed foods can be part of a balanced diet, but eating them frequently may not support your overall health.

Some people notice changes in their skin when they regularly consume large amounts of highly processed foods.

Everyone responds differently.

Rather than aiming for perfection, focus on balance.



10 LESSON 10 Added Sugars & Skin

Foods and drinks high in added sugars may contribute to inflammation in some individuals.

Try to enjoy sugary foods in moderation and choose whole foods more often when possible.

Remember, one dessert will not ruin your skin.

Consistency matters more than perfection.



11 LESSON 11 Hibiscus Tea Guide

Hibiscus Tea is a floral blend that supports wellness and can be enjoyed as part of a healthy lifestyle.



INGREDIENTS



Hibiscus



Rose Hip



Red Rooibos



Chamomile

HIBISCUS TEA GUIDE

DIRECTIONS



Steep 1 tablespoon in 8 oz of hot water for 10 to 15 minutes.



Rest 5 mins.



Strain and enjoy.

MAKES



20-25 CUPS
PER BAG

Enjoy hot or over ice for a refreshing and delicious herbal tea any time of day.



Nourish your body, Protect your skin, Glow from within.

VOLUME 2

Dream Academy

Glow

D&B
DREAMS & BEYOND
ESTHETICS

CHAPTER 7

SPF UNIVERSITY

Your Daily Shield, Your Dream Skin

DREAM TIP

Sunscreen is not just for sunny days. It's for every day. Rain or shine, indoors or outdoors—your future self will thank you.

Sunscreen is the **most important** step you can take for **healthy, glowing skin**. It protects your skin from premature aging, dark spots, sun damage, and even skin cancer. SPF is for every skin type, every season, every day. Consistency is the key to long-term results.

1 WHAT IS SPF?

SPF stands for Sun Protection Factor. It measures how well a sunscreen protects your skin from UVB rays, the rays that cause sunburn.

The higher the SPF, the more protection you have.

SPF does NOT protect 100%. No sunscreen blocks all UV rays.



2 UVA vs. UVB



UVB RAYS
Cause sunburn. Affect the top layer of the skin. Weaker in winter.



UVA RAYS
Cause aging, dark spots, and wrinkles. Penetrate deeper into the skin. Present all year long.

Always choose a **BROAD SPECTRUM** sunscreen that protects against both UVA and UVB rays.

3 WHY SPF MATTERS

- ♥ Prevents premature aging and fine lines.
- ♥ Helps prevent hyperpigmentation and dark spots.
- ♥ Protects your skin barrier.
- ♥ Reduces the risk of skin cancer.
- ♥ Protects the results of your skincare.
- ♥ One of the best investments you can make for your skin.

4 HOW MUCH TO USE

Use about a nickel-sized amount for your face.

For your body, use about 1 ounce (a shot glass full).

Don't forget your:

- 👉 Neck
- 👉 Ears
- 👉 Chest
- 👉 Hands
- 👉 Scalp (part lines)



5 WHEN TO APPLY

- 📧 Apply as the last step in your morning skincare routine.
- 🕒 Apply 15 minutes before sun exposure.
- 🕒 Reapply every 2 hours when outdoors.
- 🕒 Reapply after sweating, swimming, or towel drying.



6 SPF INDOORS?

Yes! UVA rays can pass through windows.

If you are near windows, driving, or using screens, wear SPF.

Your skin is always worth protecting.



7 WHAT SPF DO I NEED?

SPF 30 is the minimum.

SPF 50 is even better for stronger protection.

Choose what works best for your lifestyle, skin type, and daily exposure.



8 CHEMICAL VS. MINERAL SPF

CHEMICAL SPF

- ♥ Absorbs UV rays.
- ♥ Often feels lightweight.
- ♥ May irritate sensitive skin.

MINERAL (PHYSICAL) SPF

- ♥ Sits on top of the skin and reflects UV rays.
- ♥ Great for sensitive skin.
- ♥ May leave a slight white cast (new formulas are better!).

9 SPF FOR EVERY SKIN TONE

Melanin does not protect you from sun damage.

All skin tones can get dark spots, premature aging, and skin cancer.

SPF is for everyone. Every. Single. Day.



10 COMMON SPF MISTAKES

- ✗ Not using enough.
- ✗ Not reapplying.
- ✗ Only wearing SPF on sunny days.
- ✗ Skipping your neck and other areas.
- ✗ Relying on SPF in makeup alone (it's not enough!).

11 PAIR SPF WITH THE REST

SPF works even better when paired with:

- ♥ Antioxidants (Vitamin C, Green Tea, etc.)
- ♥ Hydrating ingredients
- ♥ A strong skin barrier
- ♥ Healthy habits (nutrition, sleep, hydration)



12 BEST TIMES FOR EXTRA PROTECTION



During peak sun hours
10AM - 4PM



At the beach or pool



On vacation



After exfoliating treatments



When using actives (AHA, BHA, Retinol)

DREAM REFLECTION

This week I will focus on:

- ☐ Wearing SPF every day
- ☐ Reapplying my SPF
- ☐ Using enough sunscreen
- ☐ Protecting my future glow



ESTELLA'S DREAM TIP

SPF is not just a step, it's self care, protection, and prevention. Protect your skin now so your future skin can thank you later. You only get one skin, take care of it.

— Estella

Protect Today, Glow Tomorrow, Dream Always.

CONSISTENCY + KNOWLEDGE + DREAM SKIN

Lifestyle Academy

♡ "The choices you make every day show up on your skin." ♡

Your skincare routine is only one piece of the puzzle. The way you sleep, manage stress, care for your hygiene, and treat your body all play a role in supporting healthy looking skin.

Beautiful skin isn't created by products alone. It is supported by healthy habits practiced consistently over time. ♡

1 SLEEP & SKIN

Sleep is often called your body's natural reset, and for good reason.

While you sleep, your body works to repair and renew itself, including your skin.

Consistently getting enough quality sleep can help support a healthy looking complexion and your body's natural recovery processes.

Aim for 7 to 9 hours of sleep each night whenever possible.

HEALTHY SLEEP HABITS

- ♡ Go to bed around the same time each night.
- ♡ Avoid screens at least 1 hour before bed if possible.
- ♡ Keep your bedroom cool and comfortable.
- ♡ Wash your pillowcases regularly.

DREAM TIP
Your nighttime skincare routine works best when paired with a good night's sleep.

2 STRESS & SKIN

Your skin often reflects what your body is experiencing.

Periods of stress may contribute to changes in your skin, including breakouts or increased sensitivity for some people.

While stress is a normal part of life, finding healthy ways to manage it can benefit both your overall well being and your skin.

HEALTHY STRESS MANAGEMENT MAY INCLUDE:

- ♡ Walking
- ♡ Prayer
- ♡ Meditation
- ♡ Journaling
- ♡ Deep breathing
- ♡ Reading
- ♡ Listening to music
- ♡ Spending time with loved ones

3 MOVEMENT & CIRCULATION

Regular movement supports your overall health and may improve circulation throughout the body.

Whether it's walking, strength training, yoga, dancing, or another activity you enjoy, consistent movement is an important part of a healthy lifestyle.

Exercise also means it's important to care for your skin afterward.

4 SELF CARE THAT SHOWS

Self care is more than spa days. It is choosing habits that support your physical and emotional well being.

- ♡ Drink water.
- ♡ Eat nourishing foods.
- ♡ Wear sunscreen.
- ♡ Stay consistent with your routine.
- ♡ Rest when your body needs it.
- ♡ Speak kindly to yourself.

Healthy skin begins with caring for the whole person.

5 PROTECT YOUR PEACE

Stress affects more than your mind. Protecting your peace is part of protecting your health.

- ♡ Create boundaries.
- ♡ Take breaks.
- ♡ Say no when needed.
- ♡ Spend time doing things that bring you joy.

Your mental wellness matters.

6 GYM SKINCARE

Sweat itself is not harmful, but allowing sweat, dirt, and bacteria to remain on your skin for long periods may contribute to irritation for some people.

After working out:

- ♡ Cleanse your face as soon as reasonably possible.
- ♡ Shower after exercising.
- ♡ Change out of sweaty clothing.
- ♡ Avoid touching your face during workouts.
- ♡ Bring a clean towel.

7 CLEAN PILLOWCASES

While you sleep, oils, sweat, hair products, and bacteria can build up on your pillowcase.

Changing your pillowcase regularly helps create a cleaner environment for your skin.

For many people, changing pillowcases every 3 to 4 days is a helpful habit.

8 FACE TOWELS

Your face deserves its own clean towel.

- ♡ Avoid using the same towel for your body and face.
- ♡ Replace face towels frequently.
- ♡ Allow them to dry completely between uses.

9 MAKEUP BRUSH HYGIENE

Dirty brushes can collect makeup, oil, and bacteria.

- ♡ Clean makeup brushes at least once each week if you use them regularly.
- ♡ Beauty sponges should also be cleaned often and replaced when worn.

10 PHONE HYGIENE

Your phone touches your hands, pockets, purses, and many other surfaces throughout the day.

Regularly wiping down your phone screen can help reduce the transfer of dirt and oil to your face.

11 LAUNDRY DETERGENT

If you have sensitive skin or a compromised skin barrier, consider using a gentle detergent.

Some people find fragrance free or dye free detergents more comfortable for sensitive skin.

Always choose what works best for your skin.

12 REMOVING MAKEUP EVERY NIGHT

Sleeping in makeup can leave dirt, oil, sunscreen, and cosmetics sitting on your skin for hours.

Removing your makeup every night gives your skin a clean surface before beginning your evening routine.

Your skin deserves to rest too.

DREAM REFLECTION

Which healthy habit can you improve this week?

- | | |
|--------------------------------------|--|
| ☐ Sleep | ☐ Makeup Brushes |
| ☐ Water | ☐ Gym Hygiene |
| ☐ Pillowcases | ☐ Stress Management |
| ☐ Face Towels | ☐ Removing Makeup |

ESTELLA'S DREAM TIP

Healthy skin isn't built during one facial. It's built every single day through the choices you make when no one is watching.

choose yourself

VOLUME 3
THE 30-DAY
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D&B
DREAMS & BEYOND
ESTHETICS

CHAPTER 9

Cleansing Academy

“Healthy skin starts with a clean foundation.”

Cleansing is one of the most important steps in any skincare routine. Throughout the day, your skin collects sweat, oil, sunscreen, makeup, dirt, and environmental pollutants.

Proper cleansing helps remove these impurities so your skincare products can work more effectively.

The goal isn't to strip your skin.
The goal is to gently cleanse while respecting your skin barrier.

clean skin
clean mind
soft heart



CREATED BY
Estella
THE ESTHETICIAN

1 WHY CLEANSING MATTERS

A good cleanser helps remove:

- ♥ Oil
- ♥ Sweat
- ♥ Dirt
- ♥ Sunscreen
- ♥ Makeup
- ♥ Environmental pollutants
- ♥ Dead skin cells

Starting with clean skin allows the rest of your routine to perform its best.

2 MORNING CLEANSING

Morning cleansing helps remove overnight oil, sweat, and skincare residue.

For many people, a gentle cleanser is the perfect way to refresh the skin before beginning their morning routine.

Follow with:

- ♥ Rosewater
- ♥ Serum or facial oil if appropriate
- ♥ Moisturizer
- ♥ Sunscreen



3 EVENING CLEANSING

Evening cleansing is one of the most important parts of your routine. Throughout the day, your skin is exposed to:

- ♥ Sunscreen
- ♥ Pollution
- ♥ Sweat
- ♥ Oil
- ♥ Dirt

Removing these impurities before bed creates a clean foundation for your nighttime routine.



4 DOUBLE CLEANSING

Double cleansing uses two cleansing steps.

FIRST CLEANSER

The first cleanse focuses on removing surface level buildup such as:

- ♥ Sunscreen
- ♥ Oil
- ♥ Sweat
- ♥ Dirt
- ♥ Light makeup

SECOND CLEANSER

The second cleanse removes what remains while giving your cleanser the opportunity to thoroughly cleanse your skin. This helps prepare your skin for the rest of your routine.

5 TRIPLE CLEANSING

Triple cleansing may be helpful when wearing:

- ♥ Heavy makeup
- ♥ Long wear foundation
- ♥ Water resistant sunscreen
- ♥ Stage makeup
- ♥ Special event makeup

FIRST CLEANSER
Break down heavy makeup and sunscreen.

SECOND CLEANSER
Continue removing leftover residue.

THIRD CLEANSER
Deeply cleanse the skin so surface before applying skincare.

♥ Triple cleansing is not necessary every day. Use it only when your makeup or sunscreen requires extra cleansing.

6 WATER TEMPERATURE

Very hot water may strip away your skin's natural oils and leave it feeling dry or tight.

Cold water alone may not effectively remove oils and residue.

Lukewarm water is generally the best choice for cleansing.



7 COMMON CLEANSING MISTAKES

- ✗ Using water that is too hot.
- ✗ Over cleansing.
- ✗ Scrubbing aggressively.
- ✗ Using too much cleanser.
- ✗ Using harsh cleansers that leave skin feeling tight.
- ✗ Skipping your evening cleanse.
- ✗ Sleeping in makeup.
- ✗ Not cleansing after sweating.



8 CLEANSING AFTER THE GYM

After exercising, sweat, oil, and bacteria can remain on the skin.

Cleanse your face as soon as you reasonably can after your workout.

If you cannot cleanse immediately, avoid touching your face and cleanse once you have access to your routine.

Follow with:

- ♥ Rosewater
- ♥ Moisturizer
- ♥ Sunscreen if it is daytime.



9 CLEAN PILLOWCASES

While you sleep, oils, sweat, hair products, and bacteria can build up on your pillowcase.

Changing your pillowcase regularly helps create a cleaner environment for your skin.

For many people, changing pillowcases every 3 to 4 days is a helpful habit.



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- ♥ Clean makeup brushes at least once each week if you use them regularly.
- ♥ Beauty sponges should also be cleaned often and replaced when worn.



12 REMOVING MAKEUP EVERY NIGHT

Sleeping in makeup can leave dirt, oil, sunscreen, and cosmetics sitting on your skin for hours.

Removing your makeup every night gives your skin a clean surface before beginning your evening routine.

Your skin deserves to rest too.



DREAM REFLECTION

How consistent are you with cleansing?

- ☐ I cleanse every morning.
- ☐ I cleanse every evening.
- ☐ I remove my makeup every night.
- ☐ I cleanse after workouts.
- ☐ I use lukewarm water.
- ☐ I am building better cleansing habits.

ESTELLA'S DREAM TIP

Cleansing should leave your skin feeling fresh, clean, and comfortable. If your skin feels tight, squeaky, or stripped afterward, it may be time to choose a gentler cleanser or adjust your routine.

Healthy skin begins with respecting your skin barrier.



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CHAPTER 10

*Glow
Reveal
Repeat*

Exfoliation Academy

♡ "Exfoliation is about revealing
healthier looking skin, not scrubbing your skin away." ♡

Exfoliation helps remove dead skin cells from the surface of your skin,
allowing newer, healthier looking skin to become more visible.

When done correctly, exfoliation can help improve the appearance of dullness,
uneven texture, and product absorption.

When done too often, however, it can damage your skin barrier and
lead to irritation.

The goal is balance. ♡

1 WHY WE EXFOLIATE

Your skin naturally sheds dead skin
cells every day.

Sometimes this process slows down,
allowing dead skin to build up on
the surface.

Regular exfoliation can help:

- ♡ Improve skin texture.
- ♡ Promote a brighter looking
complexion.
- ♡ Support smoother makeup
application.
- ♡ Allow skincare products to absorb
more effectively.
- ♡ Reduce the appearance of rough,
flaky skin.



*Healthy exfoliation should
leave your skin feeling
refreshed, not raw.*

2 PHYSICAL VS CHEMICAL EXFOLIATION

PHYSICAL EXFOLIATION

Physical exfoliants remove dead
skin manually using small
particles or tools.

Examples include:

- ♡ Facial scrubs
- ♡ Exfoliating gloves
- ♡ Washcloths
- ♡ Silicone cleansing brushes

These should always
be used gently.

Aggressive scrubbing can
damage the skin barrier.



CHEMICAL EXFOLIATION

Chemical exfoliants use
ingredients to loosen and
dissolve dead skin cells.

Examples include
AHAs, BHAs, and PHAs.



These exfoliants
should always be
introduced gradually and
used according to
directions.

*More is
not better.*



3 SUMMER EXFOLIATION PROTOCOL

During the summer, your skin
experiences more sun exposure.

To help protect your barrier:

- ♡ Reduce exfoliation if your skin
feels irritated.
- ♡ Always wear sunscreen after
exfoliating.
- ♡ Avoid exfoliating immediately
before prolonged sun exposure.
- ♡ Keep your skin hydrated and
moisturized.



4 WINTER EXFOLIATION

Cold weather can leave skin feeling
dry and compromised.

During winter:

- ♡ Exfoliate less frequently if needed.
- ♡ Increase hydration.
- ♡ Moisturize consistently.
- ♡ Listen to your skin.



5 SIGNS YOU'RE OVER EXFOLIATING

Your skin may be telling you to
slow down if you notice:

- ♡ Burning
- ♡ Stinging
- ♡ Redness
- ♡ Flaking
- ♡ Sensitivity
- ♡ Tightness
- ♡ Products suddenly sting
- ♡ Excessive dryness



If this happens, stop exfoliating and
focus on supporting your skin barrier
until your skin feels comfortable again.



6 WHEN TO SKIP EXFOLIATION

Skip exfoliation if:

- ♡ Your skin barrier is compromised.
- ♡ Your skin is sunburned.
- ♡ You have open wounds.
- ♡ Your skin feels irritated or inflamed.
- ♡ Your esthetician or dermatologist
has instructed you to pause exfoliation.



*Sometimes the healthiest
thing you can do is give your
skin time to recover. ♡*



ESTELLA'S DREAM TIP ♡

Exfoliation should leave your skin feeling
smooth, bright, and comfortable.

If your skin feels raw, tight, or irritated,
you may be doing too much.

Respect your skin barrier.

Exfoliate with intention.

Glow with balance. ♡

Exfoliate with intention. Glow with.

- ☐ I exfoliate are you with exfoliation?
- ☐ I listen to my skin.
- ☐ I wear sunscreen every day.
- ☐ I focus on hydration.
- ☐ I exfoliate with balance.
- ☐ I am building better habits.



KNOWLEDGE + CONSISTENCY + SELF CARE = DREAM SKIN



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+ ESTHETICS +

CHAPTER 11

Myths vs. Facts

Skincare is full of myths that often lead to confusion and frustration.

Let's separate fact from fiction.



*Knowledge
Creates
Confident
Skin*



MYTH

Dark skin doesn't need sunscreen.



FACT

Melanin offers some natural protection, but it does not prevent sun damage. Everyone benefits from daily sunscreen.



MYTH

Oily skin doesn't need moisturizer.



FACT

Every skin type needs moisture. Oily skin can still become dehydrated.



MYTH

Natural means non irritating.



FACT

Natural ingredients can still cause irritation or allergic reactions. Always patch test new products.



MYTH

If it burns, it's working.



FACT

Burning is not a sign that a product is effective. Persistent burning may indicate irritation or a compromised skin barrier.



MYTH

More products mean better skin.



FACT

A simple, consistent routine often outperforms an overly complicated one.



MYTH

Healthy skin happens overnight.



FACT

Healthy skin is built through consistency, patience, and healthy habits over time.



DREAM REFLECTION

What skincare myth did you believe before reading this chapter?



ESTELLA'S DREAM TIP

The more you learn, the more you grow. Knowledge today creates your best skin tomorrow. Keep questioning, keep learning, and always trust the process.



Educate your skin. Empower your choices. Elevate your glow.

+ KNOWLEDGE + CONSISTENCY + SELF CARE = DREAM SKIN +

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The 30 Day Dream Skin Reset

CHALLENGE OVERVIEW

Congratulations.
You have reached the part where knowledge becomes action.

The next 30 days are about building healthy habits that support your skin long after this workbook is complete.

- ♥ Your goal is not perfection.
- ♥ Your goal is consistency.
- ♥ Show up for yourself every day.
- ♥ Celebrate the small wins.
- ♥ Trust the process.

30
DAYS
to your
best skin

Reset
Refocus
Renew
Your Skin

DREAMER
CLEANSER
BY DREAMS &
BEYOND ESTHETICS
4 OZ | 120 ML

CLOUD
MOISTURIZER
BY DREAMS &
BEYOND ESTHETICS
4 OZ | 120 ML

SOLAR SILK
SCRUB
BY DREAMS &
BEYOND ESTHETICS
8 OZ | 227 G

♥ YOUR DAILY DREAM MISSIONS

Every day you will complete simple habits such as:

- ☀ Morning skincare routine
- 🌙 Night skincare routine
- 🛡 Wear sunscreen
- 💧 Drink your daily water goal
- 🍏 Eat colorful fruits or vegetables
- ☕ Drink your Dream Skin Tea
- 🏃 Move your body
- 📝 Write one sentence in your Dream Journal

You are becoming your best investment.



HABIT TRACKER ♥

	S	M	T	W	T	F	S
☀ Morning Routine	☐	☐	☐	☐	☐	☐	☐
🌙 Night Routine	☐	☐	☐	☐	☐	☐	☐
🛡 SPF	☐	☐	☐	☐	☐	☐	☐
💧 Water	☐	☐	☐	☐	☐	☐	☐
🏃 Movement	☐	☐	☐	☐	☐	☐	☐
☕ Dream Skin Tea	☐	☐	☐	☐	☐	☐	☐
💤 Sleep Goal	☐	☐	☐	☐	☐	☐	☐
🍏 Healthy Meal	☐	☐	☐	☐	☐	☐	☐

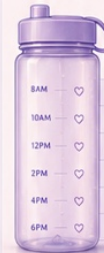
Check off each day you complete your habit.



💧 WATER TRACKER ♥

TODAY'S GOAL

- ☐ 32 oz
- ☐ 64 oz
- ☐ 96 oz
- ☐ 128 oz



8AM — ♥ YOU GOT THIS
10AM — ♥ KEEP GOING
12PM — ♥ HALF WAY THERE
2PM — ♥ DON'T QUIT
4PM — ♥ ALMOST THERE
6PM — ♥ YOU DID IT!

Hydrate. Glow. Repeat. ♥

DREAM SKIN JOURNAL ♥



Today's skin feels...



Today's win...



Something I noticed...



Tomorrow I will...



Your journal is a reflection of your growth.



📷 PROGRESS PHOTOS ♥

Take photos on:

DAY 1	DAY 7	DAY 14	DAY 21	DAY 30
☐	☐	☐	☐	☐

Use the same lighting, angle, and distance each time to better track your progress. ♥

WEEKLY DREAM REFLECTIONS ♥

At the end of each week, ask yourself:

- ♥ Have I stayed consistent?
- ♥ What improvements have I noticed?
- ♥ What habits have become easier?
- ♥ What challenged me this week?
- ♥ What am I proud of?
- ♥ What will I improve next week?



ESTELLA'S DREAM TIP ♥

*Small habits repeated consistently
create lasting results.*

CONSISTENCY TODAY. CONFIDENCE TOMORROW. DREAM SKIN FOREVER. ♥

*Dream Big
Your skin is
worth the discipline. ♥*

VOLUME 3
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DREAMS & BEYOND
ESTHETICS

CHAPTER 13

Graduation

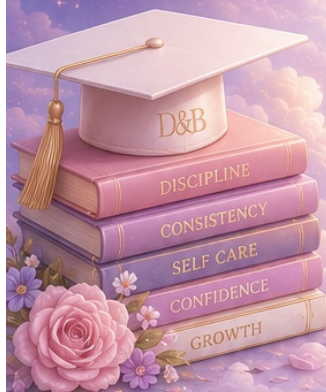
Maintaining Your Results

Congratulations on completing Dream Academy.

Healthy skin doesn't end after 30 days.

This is where your lifelong skincare journey truly begins.

Continue building on the healthy habits you've created and remember that consistency is what keeps your skin looking and feeling its best.



CELEBRATE YOUR WINS

Take a moment to look back at where you started.

Think about the habits you've built. The lessons you've learned.

The routines you've stayed consistent with.

The confidence you've gained.

- ♥ Every routine completed.
- ♥ Every glass of water.
- ♥ Every layer of sunscreen.
- ♥ Every healthy choice.

Progress deserves to be celebrated.

*You showed up.
And that matters.*



ADJUST, RESET & KEEP DREAMING

Life happens.

- ♥ Vacations.
- ♥ Busy schedules.
- ♥ Stress.
- ♥ Hormonal changes.
- ♥ Weather changes.
- ♥ Unexpected breakouts.

None of these erase your progress.

If you ever fall off track, don't start over.

Simply start again.

*Healthy skin isn't
about perfection.
It's about returning to
the habits that help
your skin thrive.*



YOUR LIFETIME DREAM ROUTINE

As life changes, your routine may change too. But these healthy habits will always remain the foundation.

- ♥ Cleanse gently.
- ♥ Hydrate your skin.
- ♥ Moisturize consistently.
- ♥ Wear sunscreen every morning.
- ♥ Exfoliate appropriately.
- ♥ Support your skin barrier.
- ♥ Eat foods that nourish your body.
- ♥ Drink your water.
- ♥ Prioritize rest.
- ♥ Be patient with your skin.
- ♥ Stay consistent.

Simple routines practiced consistently create lasting results.



CONTINUING YOUR SKIN JOURNEY

Healthy skin is a lifelong journey.

As your skin changes with age, seasons, hormones, and lifestyle, remember to listen to what it needs.

- ♥ Stay curious.
- ♥ Continue learning.
- ♥ Seek guidance when needed.

Most importantly, continue showing up for yourself.

*Your skin deserves care,
patience, and grace.*



GRADUATION REFLECTION

Before you close this workbook, take one final moment to reflect.



The biggest lesson I learned is...



The healthiest habit I plan to continue is...



One promise I am making to my future self is...



ESTELLA'S FINAL WORDS

If you've made it this far, I want to say thank you.

Thank you for believing in me.

Thank you for trusting Dreams & Beyond Esthetics.

Thank you for allowing me to be a small part of your skincare journey.

Creating Dream Academy wasn't about making another skincare workbook. It was about creating something that empowers people through education, encourages consistency, and helps you understand the science behind healthy skin.

*My hope is that every time you open these pages,
you're reminded that healthy skin isn't about chasing perfection.
It's about showing up for yourself with patience,
intention, and consistency.*

Never forget...

- ♥ Your skin is worthy of care.
- ♥ Your confidence matters.
- ♥ And your dream skin is possible.

With love,

Estella

FOUNDER, DREAMS & BEYOND ESTHETICS

"MAKE YOUR DREAM SKIN A REALITY."

Dreams don't work unless you do.

THANK YOU FOR ALLOWING ME TO BE PART OF YOUR JOURNEY.

*Keep dreaming, keep glowing,
and never stop believing in your skin.*



DREAMS & BEYOND
ESTHETICS

Dream
Plan
Glow

My Notes ♡

DB
DREAMS & BEYOND
ESTHETICS

DREAM. PLAN. GROW.



Final Words From Estella ♡

Dreamer,

If you've made it this far, I want you to know how proud I am of you. Whether your skin has changed dramatically or only a little, you've accomplished something that matters.

- ♡ You've invested in yourself.
- ♡ You've learned.
- ♡ You've grown.
- ♡ You've built habits that will continue serving you long after you've closed this workbook.

Always remember that confidence doesn't come from perfect skin. It comes from knowing you're caring for yourself with intention.

Thank you for trusting me to be part of your journey. I hope Dream Academy becomes a resource you return to whenever you need encouragement, education, or a reminder that healthy skin takes time.

With love,
Estella ♡
"Make Your Dream Skin a Reality."

Thank You, Dreamer ♡

From the bottom of my heart... Thank you.

- ♡ Thank you for believing in me, believing in Dreams & Beyond Esthetics, and allowing me to be part of your skincare journey.
- ♡ Out of all the resources available, you chose Dream Academy, and that means more to me than words can express.
- ♡ When I created this workbook, I wasn't thinking about creating another skincare guide. I was thinking about creating something that would genuinely help people understand their skin, build confidence, and feel empowered every time they looked in the mirror.
- ♡ Thank you for trusting my education, my experience, and my vision.
- ♡ Thank you for supporting a dream that began when I was just nine years old.

This is only the beginning. ♡

With love and endless gratitude,
Estella ♡
Founder, Dreams & Beyond Esthetics
"Make Your Dream Skin a Reality."

- ♡ Every purchase you make helps me continue doing what I love, creating intentional skincare, educating others, and helping people feel more confident in their own skin.
- ♡ Dream Academy exists because of people like you.
- ♡ I hope this workbook becomes something you return to whenever you need encouragement, education, or a reminder that healthy skin is built through patience, consistency, and self care.
- ♡ Most importantly, thank you for dreaming with me.

KNOWLEDGE + CONSISTENCY + SELF CARE = DREAM SKIN ♡