



Are you
a Skintellectual?

RAHN

skin·tel·lec·tu·al

skin-tl-ek-choo-uhl

noun



This **latest trend in skincare** is all about embracing **science and knowledge** to make informed decisions about what we put on our skin.

It's not just about following the latest fad or hype ...

Skintellectuals are passionate about **understanding** the ingredients in their skincare products and **how they work** to **improve** the health and appearance of their skin.



Skintellectuals are also focused on **evidence-based skincare**, which means they look for products that have been scientifically tested and proven to be effective.

They are not swayed by marketing hype or celebrity endorsements, but instead **rely on research and data** to inform their skincare choices.



So if you're ready to up your skincare game and become a **#Skintellectual**, start by doing your research and investing in high-quality, science-backed products.

Your skin will thank you!

