

skin / The epidermis is protected by an external layer of dead, dry, tightly knit cells (outer stratum corneum) arranged like shingles on a roof. Any disruption to the acid mantle or elevation of overall skin pH interferes with the protective barrier. This pulls cells away from each other and results in dehydration, roughness, irritation, and noticeable flaking. Skin is left defenseless and susceptible to further environmental damage.

As cells pull apart, minute breaks become exposed, leaving skin more vulnerable to bacterial invasion. Under normal pH levels, bacteria has a difficult time penetrating through the stratum corneum and the acid mantle creates a hostile environment for bacteria. When a rise in pH occurs, your skin's potential for infection increases, a loss of normal skin integrity results, and a variety of skin diseases and disorders flare.

Washing the skin with moderately or highly alkaline soap or detergents is one of the most common mistakes made that strips away the acid mantle.

skincare / milk is an excellent skin maintenance system that will continually facilitate new skin cell generation, exfoliation, and moisture retention. Cleanse, tone, and moisturize without stripping or irritating the skin, while also retaining the natural acid and lipid protective cover of the skin.

milk-based / The milk base is derived utilizing our one of a kind procedure and contains a wealth of highly active skin rejuvenating substances in naturally balanced proportions. These substances provide many skin-related benefits.

- Stimulate capillary circulation
- Exfoliate dead skin cells
- Promote healthy skin cell turnover and generation
- Provide the skin with moisture
- Retain the natural acid and lipid protective cover
- Restore and maintain the proper skin pH balance
- Give the skin elasticity and smoothness
- Reduce the appearance of wrinkles and fine lines

formula / milk is proudly made in the beautiful community of Mountain Green, Utah by our own in-house milk scientists. They carefully monitor each step in the production of our products, from procurement of top grade raw materials through the critical milk-base production and the final blending of the individual components into a remarkable skin care product.



Created by Maskcara, a beauty brand.

milk.
(manifesto)

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cleanser¹



info / milk cleanser uses our milk base, which contains a wealth of highly active skin rejuvenating substances in naturally balanced proportions. Washing the skin with moderately or highly alkaline soap or detergents is one of the most common mistakes made that strips away the protective acid layer. This lactic acid creme-based cleanser will gently remove bacteria without stripping or irritating the skin, retaining the natural acid and lipid protective cover of the skin.

use / Spray cleanser directly on face or in hand and rub in circular motions. Rinse gently with warm water and wipe away with a microfiber cloth. We recommend nightly use. For best results, follow with milk toner and milk crème for moisturized and toned skin.

tip: Dampen your microfiber cloth with warm water and gently wipe away all dirt, oil and makeup. We recommend washing the cloths after each use and air drying to retain absorbency.

toner²



info / milk toner is used to tone and gently exfoliate while maintaining delicate skin pH. The aloe-vera component is soothing to minor skin irritations while the witch hazel is an effective astringent to close pores and facilitate blood flow in the skin. The milk base component adds hydrating effects in the skin while the lactic acid provides gentle exfoliation. Vitamins and minerals help keep the skin smooth, healthy, and even.

use / After cleansing, spray directly on skin or spray in hand and apply in circular motions to face, neck, or any areas that need extra care. For best results, first cleanse with milk cleanser. Follow with milk crème nightly or when extra moisturizing is needed.

tip: Use as a soothing and moisturizing after-shave. The toner can also be used on problem areas, minor rashes, and to reduce pain of mild skin irritations.

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crème³



info / milk crème contains 16% natural milk components and moisturizes the driest of skins, leaving you with a youthful glow. With its combination of the alpha-hydroxy lactic acid and vitamins A and E, it gently penetrates the skin surface and helps exfoliate and release dead skin cells. This helps promote healthy skin cell turnover and reduces fine lines and wrinkles. It is non-comedogenic and absorbs into the skin quickly without a lingering greasy feeling. milk creme is alcohol free and contains allantoin, jojoba oil, and rhodopsin oil, which are all natural and beneficial to the skin.

use / After cleansing and toning, apply to face, neck, and any areas on the body that are dry or dull. We recommend nightly use. For best results, cleanse with our milk cleanser and prep your skin for moisture with milk toner for healthy, radiant skin.

tip: Excellent for dry skin conditions, sunburn, or damaged skin as well as scar tissue and stretch marks.