



Nestlé Skin Health

DIRECTOR'S GUIDE TO GETTING SKIN HEALTH SMART

Start with this director's guide for using Nestlé Skin Health's Active Aging Week educational materials. By the end of the week, participants across your organization will be "Skin Health Smart!"

👉 Day 1: Jumping In: The ABCs of Skin Aging

- Get Skin Health Smart!: Why Skin Health As You Age Matters (slide presentation)
- Healthy Skin, How Skin Ages, and Factors That Accelerate Skin Aging (video guides)
- Healthy Skin Quiz

**ALSO CONSIDER: Administering a pre-quiz on Day 1 (see Day 6). This way you can establish a baseline and measure just how much is learned over the course of the week.*

👉 Day 2: Good Skin Health Habits: Adapting Your Daily Routine

- SWEET
- Simple and SWEET?
- Your Daily Skin Care Routine
- Healthy Food for Healthy Skin

**ALSO CONSIDER: Bringing in a nutritionist and/or dermatologist to talk through good skin care and dietary practices.*

👉 Day 3: Don't Just Brush It Off: Stop Dry Skin in Its Tracks!

- Get Dry Skin Smart
- Top Tips for Maintaining Moisturized Skin
- What to Look for in a Moisturizer
- Get Itch Smart
- Itch Tracker video <https://www.youtube.com/watch?v=Favy4QtbcGs>

**ALSO CONSIDER: Taking a poll to see how many people think they could improve on their dry skin prevention measures. Download the Itch Tracker app to start monitoring scratching.*

👉 Day 4: It's Complicated: Making Sense of Skin Conditions That Increase with Age

- Skin Conditions That Become More Prevalent With Age
- Chronic Conditions and Skin Health
- Diabetes and Your Skin

Nestlé Skin Health is a global leader focused on meeting the world's increasing skin health needs with a broad range of innovative and scientifically proven products.



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** ALSO CONSIDER: Bringing in a gerontologist to discuss the common side effects of chronic conditions and falls prevention.*

🔑 **Day 5: Up Close and Personal: An Intimate Look at the Impact of Cancer on Skin**

- Get Skin Cancer Smart
- Caring For Skin While Treating Cancer

** ALSO CONSIDER: Surveying people ahead of time to see if someone might like to share a testimonial.*

🔑 **Day 6: Final Exam: Is Your Knowledge Skin Deep?**

- Dry Skin Quiz
- Skin Cancer Quiz
- Healthy Skin Quiz (re-test)
- Is Your Skin Health Knowledge Skin Deep? Crossword Puzzle

** ALSO CONSIDER: Conducting these quizzes in real time with your Active Aging Week participants, if possible. This will make the experience more interactive, and you can share results of how much has been learned.*