

The Skin Basics: Cut the Noise, Know Your Routine



Everyday habits, ingredients worth knowing, and the mistakes worth skipping.

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Before You Start

There's no shortage of skincare advice out there. Open any app and someone is selling a twelve-step routine, a miracle serum, or a device you apparently need by Friday.

This guide goes the other direction.

These are the tips estheticians come back to again and again — in the treatment room, in homecare conversations, and in our own bathrooms at night. Some of them you've heard before. A few show up more than once in these pages, and that's on purpose. The basics get repeated because they work, for every skin type and every age.

Who this is for

If you're an esthetics student, this is the foundation every consultation you'll ever do is built on.

If you're a newer esthetician, it's a refresher — and a way to explain the “why” to clients in words they'll actually remember.

If you love skincare (or you're a client who wants more from your facials), it's a straight answer to the question everyone asks eventually: What should I really be doing at home?

At the end of each section you'll find an Esthetician's Note. That's where I share how the tip plays out in the treatment room — or, if you're the client, what your esthetician is thinking when they recommend it.

One more thing before we start. Nothing in here replaces a skin analysis from a trained professional. Skin is personal. Use this as your starting point, and bring your questions to someone who can see your skin in person.

Sensitive or Just Irritated?

Before we talk routines and ingredients, let's clear up one of the most common mix-ups in skincare. A lot of people put themselves in the "sensitive skin" category because a product stung, turned them pink, or made them peel. Most of the time, the culprit was a strong active — glycolic acid or retinol, for example — that their skin wasn't ready for yet. That can happen to any skin type. It's a tolerance issue, not a skin type.

What true sensitivity looks like.

Truly sensitive skin gets hot, red, itchy, or irritated from everyday things — a warm shower, a workout, even gentle products that shouldn't bother anyone. People with sensitive skin are often diagnosed with conditions like eczema, rosacea, or dermatitis. Milder cases frequently go undiagnosed for years.

Natural doesn't mean reaction-free.

Everything is a chemical, whether it came from a plant or a lab. Not everything from nature is good for your skin, and not everything made in a lab is bad. Botanical ingredients can cause reactions just like synthetic ones can. What works beautifully for your friend may not work for you.

Reactions don't always show up right away.

A rash or breakout can appear days after you start a new product, which makes it easy to miss the connection.

That's why it pays to go slow:

- **Patch test first.** Apply a small amount along the jawline or behind the ear for a few days in a row and watch for redness, itching, or bumps.
- **Introduce one new product at a time.** Give it about two weeks before adding anything else. If something goes wrong, you'll know what caused it.
- **Know when to get help.** Swelling, a spreading rash, or irritation that doesn't settle down after you stop the product is a reason to see a dermatologist.

ESTHETICIAN'S NOTE

When a client tells you they're sensitive, don't just write it on the intake form and move on. Ask, "What happened? What were you using at the time?" Their answer tells you whether you're working with reactive skin or a strong product that was introduced too fast. Those two clients need very different treatment plans.

The Everyday Routine

Skin that looks and feels its best comes from habits more than products. Whether you're a minimalist or a total product junkie, these are the steps that matter most.

Cleanse (and double-cleanse at night)

Your skin picks up pollution, sweat, and grime the minute you walk out the door, makeup or not. Wash morning and night with a gentle cleanser that doesn't leave skin tight.

At night, cleanse twice: the first round removes makeup, sunscreen, and oil, and the second actually cleans the skin. Makeup wipes don't count — they move things around more than they remove them.

Tone

A good toner helps bring skin back to its natural, slightly acidic pH and picks up any residue you missed. Choose one without drying alcohol.

Exfoliate gently and regularly

Exfoliation clears away the dead surface cells that make skin look dull and feel rough, and it helps everything you apply afterward work better. You don't need to scrub. Enzyme exfoliants and gentle acids like lactic acid do the job without the damage. Start once a week and build to two or three times as your skin tolerates it, and skip it on active breakouts or broken skin. If you remember one thing: more damage comes from over-exfoliating than under-exfoliating.

Treat with a serum

Serums are concentrated treatments made for a specific concern — dehydration, uneven tone, fine lines, breakouts. Section 3 covers how to get the most from them.

Moisturize — yes, even if you're oily

Every skin type needs hydration. Oily skin just needs a lighter texture, and skipping moisturizer can push it to make even more oil.

Protect every single day

Sunscreen gets a “yeah, yeah, I know” from almost everyone. But are you wearing it on cloudy days? In the car? On a quick errand? Use a broad-spectrum SPF 30 or higher every morning. For minimalists, a moisturizer with SPF 30+ covers two steps at once. (Section 4 explains why this step matters most.)

Don't stop at your jawline

The neck and chest get left out of most routines, and eventually they show it. Take your serum, moisturizer, and sunscreen all the way down.

Order matters

The general rule is thinnest to thickest, so each product reaches the skin before something heavier seals it in.

	Morning	Evening
1	Gentle cleanse	Double cleanse
2	Toner	Toner
3	Serum (hydrating or antioxidant)	Exfoliant on your exfoliation nights
4	Moisturizer	Serum or treatment (such as a retinoid)
5	Broad-spectrum SPF 30+	Moisturizer

ESTHETICIAN'S NOTE

Clients rarely forget which products they bought. What they forget is the order and the frequency. Write it down for them — the routine page at the back of this book was made for exactly that. A client who knows exactly what to do on a Tuesday night is a client who comes back with better skin.

Section 3: Getting More From Your Serum

Serums can completely change a routine. They're also one of the easiest products to use in a way that quietly cancels out what you paid for.

If you're not seeing results, one of these is usually the reason.

1. You're *not* exfoliating. A layer of dead cells sitting on the surface keeps your serum from getting where it needs to go. Gentle exfoliation one to three times a week clears the path. Better penetration means better results.

2. You're *applying products in the wrong order*. Cleanse, exfoliate if it's an exfoliating day, tone, then apply your serum. That sequence creates the best environment for your products to work together instead of against each other.

3. You're *rubbing instead of pressing*. Our natural instinct is to massage product in, which leaves a surprising amount of it on your hands instead of your face. Warm a few drops between your fingertips and pat or press it in, using light pressure and an upward motion.

4. You're *layering too many actives at once*. More isn't better here. Stacking several serums (or mixing ingredients that don't play well together) can cause redness, stinging, flaking, or dryness — which makes the problem you were treating more noticeable, not less. ts the barrier. One doesn't substitute for the other.

ESTHETICIAN'S NOTE

The simplest way I've found to explain this to clients: the serum is the treatment. The moisturizer is the coat you put on over it. That one sentence clears up more confusion than a five-minute ingredient explanation ever will.

Section 4: Four Ingredients Worth Knowing

1. Sunscreen (SPF)

Sunscreen is the most powerful anti-aging tool we have. UV exposure triggers dark spots, breaks down collagen, and creates free radicals that damage skin cells. Most of the visible aging we see in the treatment room — lines, uneven tone, broken capillaries, rough texture — traces back to the sun, and clouds don't stop it. A large share of UV passes right through cloud cover.

Type	What to know
Mineral (physical)	Zinc oxide and titanium dioxide; sits on the surface of the skin The pro favorite for reactive skin, breakout-prone skin, and post-treatment care Works as soon as it's applied
Chemical	Absorbs into the skin and converts UV into heat (avobenzone, octinoxate, oxybenzone) Often lighter in texture; common in sport and water-resistant formulas Apply about 15 minutes before sun exposure
The SPF number	Measures UVB (burning) protection only — look for "broad spectrum" for UVA too SPF 30 is the minimum; most people apply less than the amount used in testing Reapply every two hours outdoors, and after swimming or sweating

2. Vitamin C

Vitamin C is an antioxidant that helps defend skin against UV and pollution damage. It also supports collagen, brightens hyperpigmentation, and strengthens capillary walls, which can calm diffused redness over time. A serum gives you the highest concentration.

Form	What to know
L-ascorbic acid	The most researched and most potent form, usually 10–20% Unstable — needs dark, airtight packaging and works best with vitamin E and ferulic acid Can tingle or irritate sensitive skin
Stable derivatives (sodium ascorbyl phosphate, ascorbyl palmitate)	Convert to vitamin C in the skin and stay potent longer Gentler, making them a good fit for sensitive or reactive skin

3. Hyaluronic Acid

Hyaluronic acid (HA) is a humectant — it draws in water and holds onto it, up to 1,000 times its weight. Our skin makes its own HA, but like collagen, the supply drops with age, and skin loses bounce and glow. Here's what surprises most people: hydration means water, not oil.

That's why skin can feel oily and dehydrated at the same time, and why a richer cream doesn't always fix that tight, dull feeling. Apply HA to damp skin and follow with moisturizer to keep the water where you want it.

Fun fact for your next consultation: skincare HA used to come from rooster combs. Today most of it is made through plant-based fermentation.

4. Vitamin A (Retinoids)

Vitamin A has more scientific backing than any other skincare ingredient. Retinoids speed up cell turnover and activate the cells that make collagen, which means smoother texture, softer lines, more even tone, and clearer pores. Tretinoin, a prescription form, was the first topical treatment the FDA approved for sun-related wrinkles. Every form has to convert into retinoic acid before skin can use it. The fewer steps, the stronger (and potentially more irritating) it is.

Form	What to know
Retinyl esters	Gentlest and least potent — three conversion steps
Retinol	The most common form in professional and over-the-counter products — two steps
Retinal (retinaldehyde)	One step away, so it works faster than retinol
Tretinoin, tazarotene	Prescription only; stronger results and more irritation, monitored by a physician

Who benefits? Almost everyone.

Mature skin gets faster renewal and more collagen.

Oily and breakout-prone skin gets better oil control and fewer clogged pores.

Scarred or textured skin gets new collagen that smooths the surface over time.

How to start

- Use a pea-size amount at night, two or three nights a week to start.
- Expect some dryness or flaking in the first few weeks. Back off frequency if it gets uncomfortable.
- Wear sunscreen daily — retinoids make skin more sun-sensitive.
- If you're pregnant, trying to conceive, or breastfeeding, check with your doctor first.

ESTHETICIAN'S NOTE

Four ingredients doesn't mean four new products this week. When clients get excited (and they will), help them phase things in one at a time.

A simple way to explain it: vitamin C in the morning, vitamin A at night, hyaluronic acid when skin needs a drink, and sunscreen every single day.

Section 5: Combination & Oily Skin: Soothe, Don't Strip

Combination skin

Combination skin is exactly what it sounds like: dry or normal in some areas (usually the cheeks) and oily in others (the T-zone — forehead, nose, and chin). It can feel confusing to care for. You need hydration, but not too much. You need oil control, but without stripping. It's a balancing act, and very doable once you stop treating your whole face as one skin type.

Oily and breakout-prone skin

Breakouts, including acne, are inflammatory conditions. The causes vary from person to person, which is exactly why a random mix of retinol, salicylic acid, and benzoyl peroxide might help for a while and then stop working. An esthetician can shorten the trial-and-error by looking at what's behind the breakouts and building a plan around it.

The three things healthy skin needs

It's possible that taking care of these three alone can calm problem skin down.

An intact barrier.

When breakouts show up, the first instinct is often to get rid of all the oil. But sebum protects the skin — it's full of natural antioxidants. When skin is stripped, it works overtime to replace what it lost, and you end up oilier than you started. The goal is to regulate oil, not eliminate it.

A balanced microbiome.

Your skin is home to a community of microorganisms that help protect against yeast, mold, and harmful bacteria. When that community gets out of balance, breakouts, acne, and other inflammatory conditions can follow. Some ingredients, like benzoyl peroxide, kill bacteria — but like some antibiotics, they can take out the good bacteria along with the bad. Read labels and know what a product is designed to do.

A healthy pH.

Skin is naturally slightly acidic, generally around 4.5 to 5.5. When pH climbs too high (harsh soaps are a common culprit), the microbiome gets thrown off, the barrier weakens, and inflammation follows. These three depend on each other. Disrupt one and the other two feel it.

Care tips for combination and oily skin

1. Wash gently, twice a day — and after sweating. Sweat trapped under a hat, helmet, or headband can aggravate breakouts. Cleanse as soon as you can after a workout.
2. Use your fingertips, not a washcloth. Washcloths, mesh sponges, and harsh scrubs irritate inflamed skin. Rinse with lukewarm water, never hot.
3. Skip the harsh stuff. Avoid astringents, alcohol-based toners, and gritty scrubs. They feel like they're working, and they're usually making things worse.
4. Treat different zones differently. A lightweight moisturizer works for the whole face, with a hydrating serum or facial oil added only on the drier areas. If you use masks, try a clay mask on the T-zone and a hydrating mask on the cheeks at the same time.
5. Keep your hands off. Hands carry bacteria, and touching, rubbing, or picking throughout the day can trigger flare-ups and leave marks that last longer than the breakout did.

And the always-on-the-list bonus: skip tanning beds. Tanning is skin damage, some acne medications make skin more sensitive to UV, and using tanning beds before age 35 raises melanoma risk by about 75%.

Once you start a routine, give it time. Switching products every week keeps skin in a constant state of adjustment, and that alone can ramp up oil production.

ESTHETICIAN'S NOTE

The line that tends to click with oily-skin clients: You don't need to get rid of your oil. You need to stop giving your skin a reason to make more of it. And know your scope. Cystic, painful, or scarring acne is a reason to refer to a dermatologist, and you can keep supporting the client alongside that care.

Section 6: When Your Skin's Needs Change

Skin isn't static. It shifts with the air around you, your stress level, your hormones, your age, your travel schedule, and the heater or air conditioner running in your home. The routine that worked beautifully six months ago may not be the right one today.

The fix is rarely a whole new shelf of products. It's learning to read what your skin is telling you — and making a few small adjustments.

When your skin feels dry or tight

Switch to a richer moisturizer.

Dry air pulls moisture from the skin, and a lightweight lotion may not be enough. Look for ceramides, shea butter, and hyaluronic acid to lock in moisture and support the barrier. A richer cream at night is especially helpful, since that's when skin does most of its repair work.

Ease up on exfoliation.

Dry skin tends to be more reactive. Swap harsh scrubs or strong acids for enzyme exfoliants or lactic acid, and cut back to once or twice a week.

Watch the hot showers.

They feel wonderful and strip skin fast. Keep water warm, not hot, and moisturize right after. A humidifier in the bedroom helps too.

When your skin feels oily or congested

Lighten your textures.

Gel moisturizers and lighter serums tend to feel better and are less likely to clog pores.

Stay consistent with gentle exfoliation.

Extra oil and clogged pores respond to steady, gentle care — not a sudden round of aggressive scrubbing.

When you travel or move

A new climate, a long flight, hard water, or a different altitude can throw skin off for a while. Airplane cabins are especially dry. Pack your basics instead of relying on hotel products, bring a hydrating serum and a good moisturizer, and give your skin a week or two to settle before deciding your routine has stopped working.

What never changes

SPF stays. Every day, all year, in every climate.

Hydrate from the inside and out.

It's easy to forget to drink enough water. Water-rich foods like cucumbers, oranges, and leafy greens help, and a hydrating serum with hyaluronic acid gives skin extra support on the outside.

Keep up with regular professional facials.

A facial every four to six weeks helps address dullness, dehydration, rough texture, and congestion before they settle in. It's also the right moment to ask your esthetician whether your homecare needs adjusting.

ESTHETICIAN'S NOTE

Clients often ask for a “detox facial” when their skin feels dull or congested. It's a popular menu name, and a deep-cleansing, hydrating reset treatment is a great offering. Just be careful with the promises. Skin doesn't store toxins that a facial pulls out — the liver and kidneys handle that job. Describe the results you can actually deliver - clearer pores, smoother texture, better hydration, and a glow they can see when they leave.

Section 7: Five Common Skincare Slip-Ups

We're in a new era of skincare. Type a concern into a search bar and dozens of answers pop up, along with the products and devices to go with them. You could spend hours a day researching and still feel behind.

It's exciting, and it's also easy to get buried in information and talked into buying things that aren't right for your skin. These are the slip-ups estheticians see most often, and how to avoid them.

Slip-up #1: You don't stick with the program

You had a great facial, left with a homecare plan, used it for a week, didn't see a dramatic change, and moved on to whatever showed up in your feed. We live in an instant-gratification culture, and skin doesn't.

How to avoid it: Give a routine at least three months before you judge it. Skin cells take about a month to turn over in young adults, and longer as we age. It takes several cycles to see real, measurable change. Be consistent with your cleanser, serum, and retinoid, and tune out the influencer of the week.

Slip-up #2: You're picking at your skin

We're all human, and you're probably going to squeeze now and then. But chronic at-home extractions do real damage — and plenty of us pick or scratch without even realizing it. Think about how often your hands end up on your face in a single day.

How to avoid it: Notice when you do it, and keep your hands busy or away.

At-home extractions are rarely hygienic, and they can leave scabs, dark marks (post-inflammatory hyperpigmentation), and scarring that outlasts the original blemish by months. Leave extractions to your esthetician.

Slip-up #3: Going to bed without washing your face

We've all done it. The signs of a habit, though, are hard to miss: clogged pores that won't clear, recurring inflamed breakouts, foundation that looks settled into the skin, and morning puffiness, especially around the eyes.

How to avoid it: There's only one answer — wash your face, ideally with a double cleanse. Professional facials matter, but the other 29 days of the month matter more.

Slip-up #4: Misusing skincare products

Online shopping makes it easy to buy and try product after product without keeping track of what each one is doing to your skin. (No judgment. Estheticians are skincare junkies too.) The bigger risk is buying professional-strength products like acid peels and using them at home without training.

How to avoid it: Streamline your routine and limit experimenting. Let a trained professional guide your product choices, use each product long enough to know whether it's working, and be skeptical of marketing claims. Professional and medical-grade products can injure skin when they're used incorrectly, and online claims about them aren't always true.

Slip-up #5: Becoming your own esthetician

Think twice before ordering that microneedling pen or microdermabrasion machine. It happens far more often than it should — people assume they can perform professional treatments on themselves (or their friends) with no training. Any time or money saved disappears the moment skin gets burned, scarred, or infected.

How to avoid it: See a licensed esthetician. Professional treatments done by someone trained in the equipment, using reputable products, paired with consistent homecare, is what delivers real results. Have an open conversation about your concerns and ask questions about any product or treatment you're curious about. That's what they're there for.

ESTHETICIAN'S NOTE

Almost every slip-up on this list comes down to one thing: clients don't know what realistic progress looks like. Tell them up front. "Here's what you'll likely notice in two weeks, here's what you'll see at six, and here's when we'll reassess." Clients who know the timeline are far less likely to quit early or go looking for a shortcut.

Bonus: Skincare Myths & Misconceptions

There is so much skincare information out there that it pays to question the claims made about products, ingredients, and treatments — and the science (or lack of it) behind them. That's especially true when it comes to aging and breakouts. Here are some of the most common myths. See if you agree.

1. The “alphabet” myths: A, C, and E

“Vitamin E fades scars.”

Vitamin E is a great antioxidant, but there's little evidence it improves scarring, and some people develop irritation from applying it directly to healing skin.

“Vitamin A thins the skin.”

Retinoids do thin the outermost layer of dead cells, which is part of why skin may flake at first. Underneath, they help build a thicker, healthier layer of living cells and more collagen. Vitamin A remains the gold standard, backed by decades of research.

“Only L-ascorbic acid works.”

L-ascorbic acid is potent, but it's also unstable and loses strength quickly once it's exposed to light and air. Newer, stable forms of vitamin C have been developed that stay effective longer and are often gentler on the skin.

2. “Cucumbers reduce puffy eyes.”

Cucumbers are mostly water. They're cool and soothing, but they don't do anything for puffiness that a cold compress wouldn't. Enjoy them, and don't expect miracles.

3. “The higher the SPF, the better.”

SPF numbers only measure protection from UVB rays, and the gains shrink fast as the number climbs. SPF 15 blocks about 93% of UVB rays, SPF 30 about 97%, and SPF 50 about 98%. High numbers can create a false sense of security that leads people to apply less or skip reapplying. Using enough and reapplying matters far more than the number on the bottle.

4. Preservative and packaging myths

“Preservatives are harmful.”

Preservatives keep bacteria and mold from growing in your products and help them stay effective. Concerns about parabens are widespread, but research hasn’t shown them to be harmful at the levels used in skincare, and some parabens even occur naturally in fruits like blueberries. Research is ongoing, and it’s worth staying current.

“Packaging doesn’t matter.”

It absolutely does. Clear glass, wide-mouth jars, poor seals, and pumps that let air in can all break down active ingredients before you use them up. Good packaging protects what you paid for.

5. “Natural and organic products are always better.”

It’s not as simple as natural = good and synthetic = bad.

Natural actives often need to be refined or synthesized so the skin can actually use them, and some lab-made ingredients are identical to what’s found in nature and work better in a formula. Research ingredients for yourself instead of relying on marketing claims.

Bonus myth: “Skin damage can be reversed quickly.”

This may be the biggest myth in skincare marketing. Companies know people will pay for hope in a bottle, especially when it promises fast, easy results. If a claim sounds too good to be true, it is. Skin damage builds up over years, and no product, treatment, or person can undo it overnight. It takes several skin cell cycles — months, not days — to start seeing measurable change.

The Short Version

If you only remember a handful of things from this guide, make it these:

- ☐ Wear broad-spectrum SPF 30+ every day, rain or shine.
- ☐ Wash your face every night. Double cleanse when you can.
- ☐ Exfoliate gently, and less than you think you need to.
- ☐ Introduce one new product at a time.
- ☐ Give a routine three months before you judge it.
- ☐ Keep your hands off your face.
- ☐ Take your routine all the way down your neck.
- ☐ Let an esthetician guide the big stuff.

Healthy skin doesn't come from doing everything. It comes from doing the right few things, consistently, for long enough to see them work.

The last page is yours. Fill in your routine, track new products, and jot down questions for your next appointment.

If you're a student or a newer esthetician, I hope this gives you the words to explain the "why" to the people in your chair. And if you're the one in the chair, I hope it helps you walk into your next appointment with better questions and walk out with a plan you'll actually use.

My Skin Basics Routine

Fill this in on your own or with your esthetician. Keep it where you do your skincare.

Name: _____ Date: _____

	Morning	Evening
1		
2		
3		
4		
5		

My exfoliation days: ☐ Mon ☐ Tue ☐ Wed ☐ Thu ☐ Fri ☐ Sat ☐ Sun

One new product at a time. Give each one at least two weeks before adding the next.

Product	Start date	At 2 weeks	At 6 weeks

Questions for my next appointment



About Me

I've always believed that the best ideas are usually the simplest ones. I also believe confidence has less to do with having all the answers and more to do with knowing what matters.

I'm an esthetician, educator, and writer, and I create resources for skincare pros & enthusiasts who want a little more clarity as they figure out what comes next. After more than a decade in esthetics education, I've learned that some of the most valuable lessons don't come from a textbook. They come from the questions you ask, the conversations that happen after class, and the situations you don't really understand until you're the one dealing with them.

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professional insight, translated for real life.

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