

The 40 A.F. Ingredient Decoder

The Problem: Women are overwhelmed by the skincare aisle and "not sure" if their products work.

Look, the skincare aisle is crowded, confusing, and—to be honest—lying to you. Most products are formulated for 20-year-olds with zero life experience. But your 40+ skin is different. It's been through the fires of life, hormonal shifts, and environmental stress.

As a licensed esthetician and instructor, I'm giving you the "Green Light" ingredients your skin is craving and the "Red Light" ones that are making you feel Dry A.F. Keep this list on your phone so you never waste another dime.

The "Green Light" List (The MVPs)



- **Mango Butter:** The Velvet Queen. Unlike heavy Shea or greasy Cocoa butter, Mango butter is non-comedogenic (won't clog pores) and absorbs almost instantly into damp skin. It's packed with Vitamin A and C, making it a "Fierce" antioxidant for mature skin.
- **Coconut Oil:** The Deep Penetrator. When formulated correctly with Mango butter, it helps deliver moisture deeper into the skin layers rather than just sitting on top.
- **Hyaluronic Acid & Glycerin:** The Water Magnets. These are your best friends for fighting "The Shrink." They pull moisture into the skin and hold it there.
- **Vitamin C (L-Ascorbic Acid):** The Brightener. This is the "Fierce" ingredient that fights "The Shadow" (hyperpigmentation) and protects from sun damage.
- **Niacinamide (Vitamin B3):** The Great Communicator. It tells your pores to behave and calms the redness that comes with peri-menopausal sensitivity.
- **Ceramides:** The Glue. They hold your skin cells together so your expensive moisture can't escape.

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The "**Red Light**" List (Proceed with Caution)
If it strips, dries, or tears—**it's not invited.**



- **Sodium Lauryl Sulfate (SLS):** The Stripper. If your cleanser bubbles like dish soap, it's stripping your natural oils and leaving you vulnerable.
- **Denatured Alcohol:** The Desiccant. Usually found in "mattifying" products. At 40+, we want a glow, not a desert.
- **Synthetic Fragrance (Phthalates):** The Irritant. Hormonal shifts make skin reactive. "Fragrance" is a mystery cocktail that can cause unnecessary flares.
- **Nut Shells:** The Scrapers. Mature skin is thinner and more refined. We don't want to tear it; we want to polish it.

The Instructor's Pro-Tips

Pro-Tip: The Face vs. Body Rule

I love a sugar scrub for your legs (thick skin, tough goals), but your face is a sanctuary. For the face, look for Jojoba Beads or Fruit Enzymes. If a scrub feels like sandpaper, it's not invited to the 40 A.F. party.

The Damp Skin Rule: If you apply your luxury butters or creams to bone-dry skin, you're missing out. To be Fine A.F., apply your products while your skin is still damp from the shower. This traps that extra water into the skin, giving you that "soft to the touch" feel all day long.

Now that you know what to look for, check out the Femme Jolie collection. I've spent 5 years perfecting these formulas to ensure they are packed with the "Green Light" ingredients you just read about. No fillers, no "Red Lights"—just luxury vegan care for your best chapter yet.

[Shop the Fine, Fierce, & Fabulous Collection](#)