

# Tone Up Challenge

## DAY 1

**Tone Up!** Strong chest muscles not only help you shove open doors with ease and effortlessly push a heavy stroller, they also make your breasts look younger and firmer. Try these Beginner Push Ups: Stand an arm's length away from a wall and place your palms on the wall so that they are shoulder-width apart, your arms are straight and elbows are slightly bent. Pull your abs in so your back does not sag or arch. Bend your elbows and lower your chest towards the wall. When elbows are bent to 90 degrees push back up. Repeat 8-15 times. Do 2-3 sets.

**Get Active!** By adding just 15 extra minutes of leisurely-paced "lifestyle" walking to your day, five days a week you can lose – or at least prevent a weight gain – of more than 5 pounds a year! The best part is you can sprinkle strolls throughout your day and the calorie burn is the same as if you walked it off all at once.

**Look Great!** After working up a sweat and washing your face, reach for a bottle of 100% Natural Dickinson's Pore Perfecting Toner to remove excess oil and gently lift away residues soaps and cleansers can leave behind.

## Day 2

**Tone Up!** There is no better exercise for toning your butt and thighs than the Squat. For a firmer butt, try 2-3 sets of 8-15 repetitions. Stand tall with your feet hip-width apart and hands on your hips. Bend your knees and lower your body until your thighs are parallel to floor. Stand back up without "locking" knees or folding your torso too far forward.

**Get Active!** Why not turn a mall stroll into an unofficial workout? You'll burn eleven calories per minute if you forgo the elevator and take the stairs instead -- and up to sixteen calories per minute if you take them in a hurry. (Just be sure to wear cushioned athletic shoes and hold onto the handrail.) If you're riding up an escalator, hold onto the rail and let your heels hang off the edge, an effective stretch for tired, shopped-out calf muscles. And check your local listing to see if your mall has a mall walkers club that meets before opening so you can mix in a little movement with your window shopping.

**Look Great!** While Squats and Stairs are great for toning your butt and thighs, nothing tones your face like 100% natural Witch Hazel formula in Dickinson's Pore Perfecting Toner. It works to cleanse and refine your pores without overdrying your skin.

## Day 3

**Tone Up!** To stretch out an achy back and improve your posture, borrow this Cat/Cow stretch from Yoga: Stand with your feet hip width apart and your knees bent several inches. Pull your abdominals gently inward and lean forward from your hips. Place your palms on top of your thighs. Slowly round your back upward and hold for five slow counts, then arch your back and hold for five slow counts. Repeat 4-6 times. This stretch feels so good you can do it several times during the day.

**Get Active!** Opportunities to tone up often present themselves at times when you least expect it. Standing in a long checkout line is a great example. You can do some heel raises to tone your calves, some butt squeezes to lift and firm your tush or, to tighten up your inner thighs, cross one leg in front of the other and squeeze the top thigh against the bottom thigh for 10 slow counts.

**Look Great!** There's always an opportunity to keep your skin looking its best as well! Take Dickinson's Witch Hazel Daily Facial Towelettes wherever you go. The interlocking mesh and spun lace fibers of its ultra-soft cloths clean deep into your pores and trap everyday dirt and oils so you can keep your skin perfectly clean and evenly balanced on the go.

## Day 4

**Tone Up!** Worried about flabby arms? This Chair Dip exercise is the simplest upper arm toner in the book and it really gets results. Sit on the edge of a sturdy chair with your legs together and straight in front of you, toes pointing up. Keeping your elbows relaxed, straighten your arms, place your hands about six inches apart, and firmly grip the sides of the chair. Slide your butt just off the front of the chair so that your upper body is pointing straight down. Now, bend your elbows and lower your body in a straight line. When your upper arms are parallel to the floor, push yourself back up. Do 2-3 sets of 8-15 reps.

**Get Active!** Exercise does not have to be something that bores you or even officially count as a workout. Take dance. Nothing could be further than a treadmill or the weight room yet one hour on the dance floor burns up at least 300 calories. It is also a terrific full-body toner and bone strengthener.

**Look Great!** Chair Dips in the morning? Dips on the dance floor at night? Sounds like fun! It also sounds like a job for 100% Natural Dickinson's Pore Perfecting Toner. Prepare your skin in the morning to protect it against the buildup of excess oils just before applying moisturizers and makeup – then again in the evening to thoroughly remove all traces of dirt, oil, soap and makeup from your pores.

## Day 5

**Tone Up!** It's time to add in some cardio exercise into your routine to whip your heart and lungs into shape. Start today by adding a brisk 20-minute walk and then commit to 3-5 walks per week. To turn a stroll into a workout you'll need to pick up the pace to the point where you begin to sweat lightly and you can hear yourself breathing strongly but not too heavily. No worries if you can't do a full 20 minutes the first time out. It's Ok to gradually build up your stamina by adding one or two minutes per workout.

**Get Active!** Studies show that wearing a pedometer to track the number of steps you take each day can be a very effective way to lose weight. Accumulating 5,000 steps is the equivalent of 2.5 miles worth of exercise. That's enough to help you lose weight or at least prevent you from gaining weight. For a super effective weight loss, make it your ultimate goal to add 10,000 steps a day, most days of the week.

**Look Great!** Before you take another step run to your skin care aisle and pick up a box of our Daily Facial Towelettes! The refreshing blend of our 100% natural Witch Hazel and aloe will cool and reju-

venate your skin as you walk. And with 20 towelettes in each box, you'll have more than enough for 3-5 walks a week each month.

## Day 6

**Tone Up!** Sculpted shoulders do more than just look good. They're one of the foundations of a strong upper body and do wonders for counteracting poor posture habits. The Shoulder Press is an essential shoulder-toning move. Start by holding a dumbbell (or a soup can or bleach jug) in each hand and sit up tall on a chair that has firm back support. Place feet on the floor hip-width apart. With palms forward, bend your elbows and raise the weights up so that they are level with your ears. Straighten arms up without locking elbows then slowly lower to start. Do 2-3 sets of 10-15 repetitions.

**Get Active!** Find a buddy to take a daily stroll around the neighborhood or track. It is always easier to get moving when you have someone to push you a little harder and help pass the time. Your buddy can be a best friend, your dog or a parent -- anyone that will reliably keep an appointment to work up a sweat.

**Look Great!** Another essential component to any fitness and beauty routine is value. You can still look great without wearing out your wallet. At an average of twenty-seven cents an ounce, a 16 oz. bottle of 100% Natural Dickinson's Pore Perfecting Toner is one of the best values in skin care. Use our gentle and effective Witch Hazel once and you'll never buy expensive toners again!

## Day 7

**Tone Up!** This Back Row is just the thing to build a strong, sexy upper and middle back. Stand to the right of a chair and hold a dumbbell (or soup can or bleach jug) in your right hand with your palm facing in. Bend forward from your hips so that your back is parallel with the floor and your knees are slightly bent. Place your left hand on top of the chair for support and let your right arm hang down. Pull your right arm up until your elbow is pointing to the ceiling and your hand brushes against your waist. Lower the weight slowly back down. Do 8-15 reps and repeat with the left arm. Do 2-3 sets.

**Get Active!** Buy a fitness DVD that's broken up into several 10-minute workout routines and pop it into your player. You can press play and grab some instant toning time every time you walk past the TV with a few minutes to spare. We like the 10-Minute Solution Series. ([www.the10minutesolution.com](http://www.the10minutesolution.com))

**Look Great!** For classic combination skin (dry where it's wide, oily down the middle) nothing works harder to control oil while locking in essential moisture than our 100% natural Witch Hazel formula. If you've been using our Pore Perfecting Toner and/or our Daily Facial Towelettes as directed for the past six days you should be enjoying a more balanced complexion.

## Day 8

**Tone Up!** Stomach Crunches aren't very effective and often lead to back problems. To chisel all the core muscles of your abdominals, waist and lower back, nothing beats The Plank. Kneel on the floor, balanced on your forearms and toes. Clasp your hands together. Align your spine and pull your

abs in so your lower back doesn't sag or arch. Hold this position for 3-10 slow counts. Focus on keeping torso straight the entire time. Repeat 2-3 times.

**Get Active!** Make physical activity a priority. Block some time off in your calendar to get out and move, get up and stretch or spend a few minutes walking stairs. Treat it just like any other important, can't miss appointment. If you pencil (or type) it in, it's much more likely you will make the time.

**Look Great!** Stomach Crunches are like pricey skin products. Everyone thinks they're great, but they often lead to problems. Many contain harsh ingredients that strip your skin of its essential moisture. Others have more "natural" ingredients than you really need. Just like The Plank, nothing beats the pore perfecting simplicity of our 100% natural Witch Hazel.

## Day 9

**Tone Up!** Firm up those arms so they're stronger and showier. Biceps Curls are the best front-of-the-arm toners there are. Hold a dumbbell (or soup can or bleach jug) in each hand and stand with your feet hip-width apart and your arms down, palms facing in towards your body. Curl your right arm close to your shoulder, twisting your palm as you go so that it faces the front of your shoulder at the top of the movement. Slowly lower the weight back down, and then repeat with your left arm. Continue alternating until you've completed 8-15 reps with each arm. Do 2-3 sets.

**Get Active!** Think of physical activity as an opportunity rather than an inconvenience. Find many small ways every day to add movement into your life. It can be as simple as walking to the mailbox, parking at the far end of the parking lot and getting off the bus one stop early. Together, they add up to increased calorie burn and improved fitness.

**Look Great!** Of course, the most important ingredient to any active lifestyle is proper nutrition. The same can be said for your skin. It needs to be properly nourished just like your body does, especially if you have sensitive skin. The natural astringent, anti-irritant and anti-inflammatory properties of our Witch Hazel have been trusted for centuries to soothe, tone and protect even the most sensitive skin.

## Day 10

**Tone Up!** For today's walking workout, head for the hills. Anytime you move upward the calorie burn climbs too. Even a moderately steep hill (about 5% grade on the treadmill) will up the burn by about twenty percent. Find a hill that takes you at least 2 minutes to climb. Walk briskly up it. March in place for 1 minute at the top and then walk down at a leisurely pace, snaking back and forth across the hill to take the pressure off your knees. Repeat 2-6 times depending how you can handle.

**Get Active!** Any time you're parked in front of the TV, you aren't moving so limit tube time. Work out through the commercial breaks of your favorite show by marching in place, doing leg lifts or stretching out.

**Look Great!** Before you head for the hills make sure to protect your head – specifically your skin. Apply sunblock, wear a hat and put on sunglasses if it's a bright day. But first, splash on our Pore Perfecting Toner before applying the sunblock, and slip our Daily Facial Towelettes in your pocket.

They'll cool and refresh your face and neck during the walk.

## Day 11

**Tone Up!** Ease lower back kinks with these awesome Knee Hugs. Lie on your back with your knees bent in towards your chest. Hold underneath your thighs with both hands and pull your thighs even closer to your chest. Hold for 10 slow counts. Repeat 2-3 times. You will feel a mild stretch through your buttocks and lower back.

**Get Active!** Driving is another unlikely opportunity to add some activity to your day. Do butt squeezes as you wait for the light to change and focus on squeezing your shoulder blades together to help strengthen your shoulders and improve posture as you zoom around on your errands.

**Look Great!** The exercises you've been learning for your butt, back and biceps are fantastic. But don't forget your face. It has muscles too! And one of the best exercises for your face is smiling. So smile! After 10 days of using Dickinson's Witch Hazel you should have a lot to be happy about!

## Day 12

**Tone Up!** Yesterday you stretched out your lower back. Now it's time to strengthen it with Back Extensions. Lie on your stomach with your forehead on the floor, arms straight out in front of you, palms down, and legs straight. Pull your abs in. Lift your right arm and left leg about one inch off the floor, and stretch out as much as you can. Hold this position for five slow counts, lower back down, and then repeat with your left arm and right leg. Continue alternating sides until you've complete 8-15 repetitions each side. Do 2-3 sets.

**Get Active!** At least once a day run through this mental posture checklist while you are walking: Your head should be perfectly centered between shoulders; your abdominals should feel engaged and your back should maintain a natural yet relaxed curve; power leg movements from hips by bending your forward knee slightly upon impact; strike heel first then roll through heel-ball-toe; take deep, regular breaths. There is no better way to burn fat and work on your body alignment at the same time. And bonus: having good posture makes you look instantly thinner.

**Look Great!** Are you a Baller, Paddy or Splasher? Some people apply our 100% Natural Pore Perfecting Toner with a cotton ball. Some prefer using a thin cotton pad. Some love to splash it on and massage it in with their hands. Which one are you?

## Day 13

**Tone Up!** Besides being terrific butt shapers, Sumo Squats also target-tone the inner and outer thighs. Stand tall with legs wide and toes angled slightly outward. Keep your arms straight down at your sides. Squat low so that your buttocks drop below knees, but don't allow knees to move out in front of toes. As you Squat, raise arms up in front of your chest. Stand back up but don't lock your knees.

**Get Active!** Here's an activity booster that saves money too: Do your own housework. An average household chore burns between 3-7 calories per minute, about the same as taking a yoga class or walking at a stroll.

**Look Great!** Do the Dickinson's Squat! Keep your supply of Dickinson's products under the sink, on the bottom shelf or on the bathroom floor so you have to Sumo Squat to get them. Hey, how many other skin care products help you firm your face and butt at the same time?

## Day 14

**Tone Up!** Now let's put everything you've learned all together in one great routine so you can keep going. Put all of the toning and stretching exercises you've learned over the past two weeks together into one 15-minute routine you do 2-3 times a week. Add this to the 3-5 cardio workouts a week you started on Day 5, including one day a week of the slightly more intense Hill workout we introduced on Day 10. Stick with it and you'll see results in the form of a firmer, sculpted, slimmer body in just 6-weeks.

**Get Active!** You set the example for your entire family. If you're active there's a far greater chance you're kids and spouse will be more active too. You can make exercise a family affair by centering together time on physical activities.

**Look Great!** You did it! After 14 days of using our 100% natural Witch Hazel products your skin should be smooth, balanced and more beautiful than ever before. You've learned how to incorporate exercise and physical activity into your life, and you've discovered how one gentle and effective skin care product can cleanse and nourish your skin better than products costing three times as much. Congratulations!