

BEYOND DEODORANT

YOUR GUIDE TO KEEP YOUR
UNDERARMS HAPPY AND HEALTHY



HEY FRIEND!

Welcome to your essential underarm care guide! Here, we'll uncover the secrets to keeping your armpits happy, healthy, and fresh. Whether you're battling discoloration, ingrown hairs, wondering about skincare, or just curious about giving your pits a little extra love, this guide has you covered (literally!) Let's take the 'meh' out of underarm care and make it fun, simple, and totally stress-free.

Aida Toure
Founder, Texture

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THE UNDERARM 101

Discover surprising facts about your armpits and why keeping them healthy is so important for your overall confidence and comfort.

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COMMON UNDERARM CONCERNS

Struggling with sweat and odor, dark spots, razor bumps, or ingrown hairs? This chapter has simple solutions and tips for when to seek expert help.

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Learn the key differences between deodorants and antiperspirants, how they work, and which option is the best fit for your lifestyle and skin needs.

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SHAVING, WAXING AND BEYOND

Explore the do's and don'ts of hair removal, plus alternatives to shaving that might just change your routine.

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FINAL THOUGHTS AND WHAT'S NEXT!

Wrapping up with a plan to keep your underarms cared for





How to use this workbook

Have you ever wondered if your underarms are getting the care they deserve? Maybe you're unsure about the products you're using or haven't even thought about giving your armpits a little TLC.

No sweat! This guide has you covered :)

Flip through to find tips and answers to all your underarm care questions. Check out the table of contents to navigate easily, and stick around until the end for a simple care routine and a special treat waiting just for you.

Questions?

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CHAPTER ONE

THE UNDERARM 101

Your underarms do more than you realize, and they deserve more than a quick swipe of deodorant. In this section, we'll uncover the science behind your armpits and why a little extra care can make a big difference. Let's get started!



MORE THAN A SWIPE

Your underarms work harder than you think! Sure, they're small, but they play a big role in keeping you cool and comfortable. Most of us don't give much thought to this area beyond a quick swipe of deodorant in the morning, but there's so much more to know (and love) about your armpits.

First off, sweat happens and it's not a bad thing! Your body sweats to cool you down, and while sweat itself doesn't smell, it can mix with bacteria on your skin and create that familiar body odor. That's why underarm care is about more than just covering things up: it's about helping your skin stay fresh and healthy.

Your underarms also have super-sensitive skin that puts up with a lot, from shaving to tight clothes and harsh products. All of that can lead to irritation, bumps, or dryness. Giving this area a little extra TLC with gentle products and good habits can make a big difference.

Think of your underarms as an extension of your skincare routine where they deserve the same love you give to your face and body. A little attention goes a long way toward making you feel comfortable and confident every day. Ready to give your underarms the care they deserve? Let's keep going!





CHAPTER TWO

COMMON UNDERARM CONCERNS

From unexpected odors to pesky bumps, your underarms can sometimes cause a bit of stress. But don't worry, you're not alone! This chapter dives into the most common underarm issues, what causes them, and simple solutions to keep your pits happy and healthy. Let's tackle those concerns together!

Odor That Won't Quit

If you're dealing with body odor that seems hard to control, don't sweat it, literally. Odor happens when sweat mixes with bacteria on your skin. Switching to a gentle, skin-friendly serum or deodorant and keeping your underarms clean can work wonders. Make sure you're washing daily (especially after sweating) and giving your pits a chance to breathe with loose clothing.

Razor Burn and Bumps

If shaving leaves your underarms red, bumpy, or itchy, you're not alone. Razor burn happens when your skin gets irritated by dull blades or shaving without enough lubrication. To prevent this, always use a sharp razor, shave in the direction of hair growth, and lather up with a moisturizing cream or gel. After shaving, soothe your skin with a gentle serum like Skin Deep.

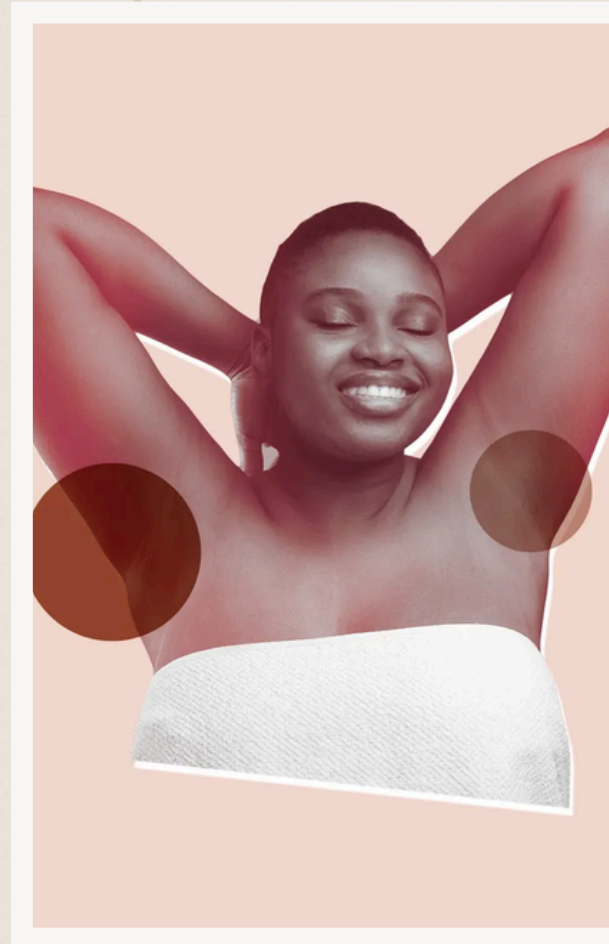


Dark Spots

Dark patches under your arms can be frustrating, but they're usually caused by shaving, buildup of dead skin cells, or even tight clothing causing friction. Exfoliating your underarms gently a couple of times a week can help even out your skin tone, and switching to a natural deodorant without harsh chemicals might also make a difference.

Excessive Sweating

If you're sweating through your clothes on the daily, you might be dealing with hyperhidrosis (excessive sweating). While this is totally normal for some people, there are plenty of solutions to help manage it, from wearing breathable fabrics to trying antiperspirants designed for heavy sweating. If it's a big concern, a quick chat with your doctor could provide additional options.



Ingrown Hairs

Ingrown hairs can be painful and annoying, but they're common in areas where you shave. Exfoliating regularly and using a soothing, hydrating product after hair removal can help reduce the risk of ingrown hairs. If you spot one, resist the urge to pick at it—let it heal naturally.

Dry or Flaky Skin

Dry, flaky underarm skin can feel uncomfortable and look a little embarrassing, but it's often caused by harsh products, overwashing, or lack of moisture. Since underarm skin is delicate, using a gentle, hydrating cleanser and following up with a lightweight, fragrance-free underarm serum can help keep the area soft and smooth. Avoid products with alcohol or strong fragrances that can strip your skin of its natural oils. Regular care can make a world of difference!



Remember, your underarms are unique, and it's all about finding what works for you. With a little extra care, you can keep these common concerns in check and enjoy happy, healthy underarms every day!



CHAPTER THREE

DEODORANT VS ANTIPERSPIRANT

Deodorant or antiperspirant? What's the difference, and which one do you really need? While both keep your underarms feeling fresh, they work in completely different ways. In this chapter, we'll break down how they work, what sets them apart, and how to choose the best option for your skin and lifestyle. Let's settle the debate once and for all!

The Great Debate

When it comes to keeping your underarms fresh, you've probably reached for either a deodorant or an antiperspirant without thinking twice. But did you know they actually work in completely different ways? Understanding the difference can help you choose the right option for your lifestyle, skin needs, and personal preferences. Let's break it down.

What's the Difference?

The key difference between deodorants and antiperspirants comes down to sweat vs. smell:

- Deodorant controls odor but doesn't stop sweat. It works by neutralizing the bacteria that cause body odor, keeping your underarms smelling fresh. Many deodorants also include soothing or brightening ingredients to nourish the skin.
- Antiperspirant reduces sweat by blocking sweat glands. It contains aluminum-based compounds that temporarily plug the sweat glands, reducing moisture and preventing sweat stains.



**Texture takes a third approach:
supporting the skin so odor, irritation, and
tone improve together**

Why underarms need skincare? (not just deodorant)

Your underarms go through a lot more than we usually realize. They deal with constant movement, heat, friction from clothing, hair removal, and layers of product often every single day. They're also one of the body's temperature-regulation zones, which means the skin here reacts quickly when something is off.

That's why this area is often one of the first places people notice:

- darkening
- bumps
- odor changes
- sensitivity after shaving
- or irritation that keeps coming back

Most routines stop at deodorant, but deodorant is only designed to manage odor, not support the skin itself.



Adding one simple skincare step can make a real difference. Supporting this area with gentle, skin-focused ingredients helps your underarms stay calmer, smoother, and more balanced over time, instead of reacting to everything they go through.

That's exactly where Skin Deep Serum fits in your routine.



Which One Should You Use?



The best choice depends on your body and lifestyle. Here's how to decide:

- **If you're mainly concerned about odor:** A deodorant is your best bet. It keeps you smelling fresh while allowing your body to sweat naturally.
- **If you sweat a lot and want to stay dry:** An antiperspirant will help control wetness and keep your clothes stain-free.
- **If you prefer a more natural option:** Try an underarm serum like Skin Deep to combine both odor control and skincare benefits.
- **If you want both sweat and odor control:** Some products combine deodorant and antiperspirant benefits, offering the best of both worlds.



Sweat Isn't Bad!

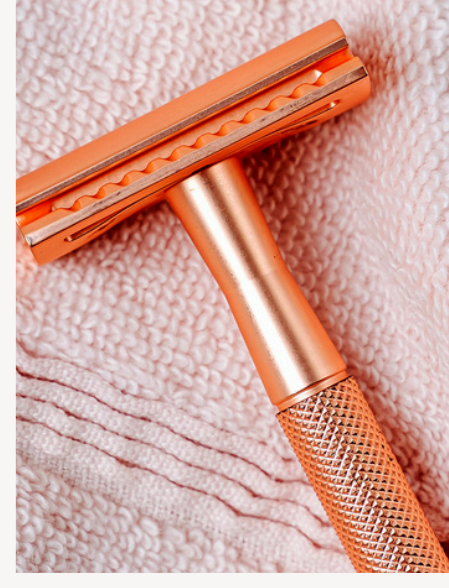
Sweating is a completely natural and healthy function. It helps regulate your body temperature and flush out toxins. While excessive sweating can be frustrating, blocking sweat entirely isn't necessary for everyone. That's why many people opt for deodorants that allow their body to breathe while still controlling odor.



CHAPTER FOUR

SHAVING, WAXING AND BEYOND

Hair removal is a personal choice, but if you do it, knowing the best methods can make all the difference. In this chapter, we'll cover the do's and don'ts of shaving, waxing, and other hair removal options, plus some alternatives that might just change your routine for the better. Say goodbye to irritation and hello to smoother, happier underarms!



Shaving: Quick, Easy but Tricky

Shaving is the fastest and most convenient way to remove hair, but it can also lead to razor burn, ingrown hairs, and dryness if not done properly. To get the best results:

Use a sharp, clean razor: a dull blade tugs at the skin and increases irritation.

Shave in the direction of hair growth to reduce razor bumps.

Prep with a gentle shaving cream or oil to protect your skin.

Follow up with moisturizer to soothe and hydrate. If you notice irritation after shaving, try shaving less frequently or switching to a razor with more blades for a smoother glide.

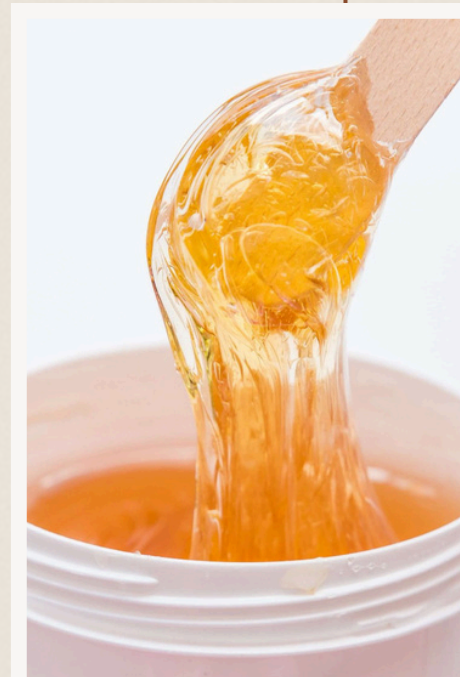
Waxing: Longer-Lasting Smoothness

Waxing removes hair from the root, meaning results can last weeks instead of days. While it's great for long-term smoothness, waxing can be uncomfortable (especially at first) and may cause irritation. A few tips:

Exfoliate a day before to prevent ingrown hairs.

Avoid applying deodorant or tight clothing immediately after waxing.

If waxing at home, use a gentle, skin-friendly wax to reduce redness.



Beyond the Basics: Other Hair Removal Options

If shaving and waxing aren't your thing, there are other ways to keep your underarms smooth:

- Sugaring - A natural, less irritating alternative to waxing.
- Laser Hair Removal - A long-term solution that reduces hair growth over time.
- Depilatory Creams - Dissolve hair painlessly, but check ingredients to avoid harsh chemicals.

No matter how you choose to care for your underarms, the key is to treat your skin gently. Keeping it hydrated, exfoliated, and irritation-free will ensure the best results whether you go smooth or embrace the natural look. Your skin, your choice!



CHAPTER FIVE

FINAL THOUGHTS AND WHAT'S NEXT!

You've learned all the essentials of underarm care. Now it's time to put it into action! Let's wrap things up with a simple game plan to keep your underarms healthy, fresh, and glowing.

You've made it to the end, but really, this is just the beginning of your underarm care journey! By now, you know that healthy underarms go beyond just swiping on deodorant. It's about using the right products, adopting good habits, and giving your skin the love it deserves.

The best part? Taking care of your underarms doesn't have to be complicated. Whether it's choosing the right deodorant, keeping your skin hydrated, exfoliating regularly, or being mindful of hair removal methods, small changes can make a big difference. Your underarms work hard for you every day, and with the right care, they'll stay smooth, fresh, and happy.

And that's exactly why Skin Deep Serum was created to go beyond traditional deodorant and give your underarms skincare-level treatment. Our formula doesn't just prevent odor; it nourishes, soothes, and brightens, so you can feel confident and comfortable in your skin.

So, what's next? It's time to put everything you've learned into action! Try a new routine, swap out harsh products, and if you're ready to elevate your underarm care, Skin Deep is here to help. Because your underarms deserve more than just deodorant, they deserve skincare.

Here's to fresher, healthier, and happier pits!

THANK YOU!

You made it to the end! Your underarms are already feeling the love. We're so glad you took the time to give them the care and attention they deserve. After all, happy pits = happy you!

Remember, great underarm care is more than just deodorant (but you knew that already). Whether you're switching up your routine, trying new products, or just showing your skin a little extra kindness, we're here to cheer you on.

Want more tips, tricks, and underarm wisdom? Come say hey on our website and social channels, we'd love to keep this glow-up going! Until then, stay fresh, stay confident, and keep being your amazing self.

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Founder, Texture





Be sure to follow us on social media for exclusive updates, behind-the-scenes, and more tips to keep your skin happy!

SAY HI!

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