

REXODIA

LONDON

THE
CORE
PROTOCOL

SEQUENCE · CADENCE · PAIRING

*The reasoning behind seven formulas: what goes on when, at what frequency,
and why each decision was made that way.*

FORMULAS

07

DAILY

05

WEEKLY

02

SECTIONS

07

PAGES

17

EDITION 01 · FREE · NOT FOR RESALE

REXODIA LTD · ENGLAND AND WALES · No. 17169582 · rexodia.com

What this document contains

00	The system at a glance	04
	Seven formulas, five daily, two weekly	
01	The morning sequence	06
	Cleanse, treat, defend — and why the order holds	
02	The evening sequence	08
	Where renewal belongs, and what it must not sit beneath	
03	Cadence	10
	Why two formulas are twice weekly	
04	Pairing	12
	What supports what, and what to keep apart	
05	Building up	14
	Introducing actives without losing the barrier	
06	Reading a label	16
	How to check any product against its INCI list	
07	The weekly grid	18
	The whole protocol on one page	

A NOTE ON CLAIMS

Every ingredient named in this document appears on the corresponding product page at [rexodia.com](https://www.rexodia.com). Where a formula's full INCI list is published, it governs. Nothing here has been inferred.

Why sequence decides the result

Most routines fail on order rather than on ingredients. The formulas are rarely the problem. What they are asked to do, and in what order, usually is.

A resurfacing acid applied on the same night as a renewal serum. A vitamin C layered beneath something that dilutes it. An eye treatment used twice as often as its cadence allows. Each of these is a small decision, and each quietly cancels the work of the formula next to it.

REXODIA is built as one system rather than seven products, which means the sequence is not a suggestion. It is part of the design. This document sets it out in full — the order, the cadence, the pairings that hold and the ones that do not — so that the range performs the way it was engineered to.

// HOW TO USE THIS DOCUMENT

- Read section 00 first.
The system map on the next page is the shortest version of everything that follows. If you read nothing else, read that.
- Sections 01 and 02 are the routine.
Morning and evening, step by step, with the reasoning under each decision.
- Sections 03 to 05 are the discipline.
Frequency, combinations, and how to introduce actives to skin that reacts.
- Section 06 is transferable.
How to read an ingredient list — ours or anyone else's. It will outlast this range.

This document describes cosmetic products. It is not medical advice. If you are treating a diagnosed skin condition, or you are pregnant or breastfeeding, speak to a clinician before changing a routine.

The system at a glance

Seven formulas. Five daily, two weekly. Each one occupies a defined position — nothing here is optional decoration.

SYS.01

EMBER

Botanical Foaming Cleanser

Organic rose water & chamomile flower

AMPHOTERIC FOAM // NON-SULFATE BASE

150 ml

pH 4.0 – 4.5

DAILY, AM + PM

SYS.02

FORGE

Nourishing Face Cream

Rowanberry & multi-weight hyaluronic

LIPID COMPLEX // REPAIR BASE

50 ml

pH 5.5 – 5.8

DAILY, AM + PM

SYS.03

HALO

Eye Serum

Botanical bakuchiol & signal peptides

PEPTIDE CHAIN // EYE CONTOUR

15 ml

pH 5.0 – 5.5

DAILY, AM + PM

SYS.04

ELIXIR

Vitamin C Booster

Mandarin vitamin C & arctic cloudberry

VITAMIN C // ANTIOXIDANT FLUID

30 ml

pH 5.2 – 5.7

DAILY, AM

SYS.05

LUNARIS

Overnight Renewal Serum

Rose & red geranium bakuchiol

C18H24O // RENEWAL SERUM

50 ml

pH 6.0 – 6.5

DAILY, PM

SYS.06

SOLSTICE

Resurfacing Exfoliator

White tea leaf & garden sage

C3H6O3 // AHA RESURFACING

30 g

Lactic acid

TWICE WEEKLY, PM

SYS.07

REVERIE

Hydrogel Eye Patches

Aloe leaf, konjac root & gold

C6H6N2O // HYDROGEL MATRIX

7 g

Niacinamide

TWICE WEEKLY

The morning sequence

Morning has one job: leave the skin defended. Everything applied before sunrise is either preparing the surface or protecting what sits on it.

01

EMBER CLEANSE

A short cleanse — thirty seconds is enough. Overnight the skin has produced sebum and shed cells; the point is to clear that, not to strip. Ember sits at pH 4.0–4.5, close to the skin's own surface, which is why it can be used twice daily without the tightness a sulphate leaves behind.

02

ELIXIR TREAT

Vitamin C goes on bare, dry skin, before anything else. Antioxidants work best with nothing between them and the surface, and morning is the right slot because the day is when oxidative load actually happens. Give it a minute to settle.

03

HALO CONTOUR

The eye area is thinner and moves more than the rest of the face. Halo is formulated for that, which is why it goes on separately rather than being covered by whatever you use elsewhere. Tap; do not drag.

04

FORGE SEAL

The moisturiser goes last because its job is to hold everything under it in place. Multi-weight hyaluronic draws water in at several depths; the lipid base slows how fast it leaves again.

Why this order and not another

Thinnest first, richest last.

This is the one rule that survives every routine. A watery serum can pass through almost nothing; a cream can block almost anything. Reverse the order and the serum sits on top of an occlusive layer, doing very little. Elixir before Forge, never after.

Antioxidants belong to daylight.

Vitamin C is a defensive active rather than a corrective one. Its value is in the hours you spend exposed — which is the argument for morning, and the argument against doubling it at night where it has less to defend against.

Do not let the eye step drift.

Halo goes on before the face cream, not after. If the cream lands first, the eye serum is being asked to cross it. The order is not fussiness; it decides whether the active reaches skin at all.

// SUNSCREEN

REXODIA does not make an SPF, and this guide will not pretend the routine is complete without one. Every renewal active in this system — the bakuchiol in Halo and Lunarix, the lactic acid in Solstice — works better on skin that is protected during the day. Use a broad-spectrum SPF as the final morning step, over Forge. Choose one you will actually reapply.

The evening sequence

Evening is where correction happens. The skin is not defending itself against daylight, so this is the window for the actives that need time and quiet.

01

EMBER CLEANSE

The evening cleanse does more work than the morning one — it clears sunscreen, sebum and the day's residue. Everything that follows depends on it, because an active applied over a film is an active that never lands.

02

HALO CONTOUR

Same position as the morning, same technique. Consistency at the eye contour matters more than intensity; this is the area where doing a little every day beats doing a lot occasionally.

03

LUNARIS RENEW

The renewal step, and the reason the evening exists. Bakuchiol works along retinol-adjacent pathways without the photosensitivity, which is what allows a formula like this to sit at pH 6.0–6.5 and still be used nightly. Apply to the face, avoiding the immediate eye area where Halo has already done its work.

04

FORGE SEAL

Last again. On nights when Lunar is feels like enough on its own, it is not — the seal is what keeps water in the skin across the eight hours where you are not adding anything.

The two nights that differ

Solstice and Reverie are twice-weekly formulas. On the nights they appear, the sequence changes — and the change is not simply an addition.

SOLSTICE NIGHT

TWICE WEEKLY, PM

- 01 EMBER — cleanse
- 02 SOLSTICE — resurface
- 03 HALO — contour
- 04 FORGE — seal

Solstice takes the place of Lunar is tonight. The two alternate rather than stack.

REVERIE NIGHT

TWICE WEEKLY

- 01 EMBER — cleanse
- 02 REVERIE — 15 minutes, then remove
- 03 LUNARIS — renew
- 04 FORGE — seal

Reverie sits before Lunar is. Patches first, on clean skin, then the rest of the routine.

ONE AT A TIME

Solstice and Lunar is are the one pair this system alternates rather than combines. A lactic acid resurfacing step and a nightly renewal serum are both asking the surface to turn over, so running them together doubles the request without doubling the result. On Solstice nights, Solstice is the active. Lunar is returns the following evening, and the weekly cadence is built around that swap.

Cadence

Five formulas are daily. Two are not. The distinction is not about strength — it is about what the skin needs time to recover from.

Daily actives support a process the skin already runs. Weekly actives interrupt one. Ember, Forge, Halo, Elixir and Lunar is belong to the first group: they hydrate, defend, condition and renew at a rate the barrier can absorb indefinitely. Solstice and Reverie belong to the second.

Using a twice-weekly formula four times a week does not double the result. It moves the skin from renewal into irritation, and irritated skin makes everything else in the routine work less well — including the products that were doing their job perfectly before.

// APPLICATIONS PER WEEK



Lunar is shows five rather than seven: it steps aside on the two Solstice nights.

IF YOUR SKIN IS REACTIVE

Start Solstice at once weekly, not twice, and hold there for a month before adding the second night. Cadence is the easiest variable to adjust and the one most people adjust last. There is no penalty for going slower; there is a real one for going faster.

Pairing

Actives are not neutral to one another. Some compound usefully, some cancel each other out, and one pair works better on alternate nights than together.

Elixir + Forge

HOLDS

Vitamin C in the morning under a hyaluronic-and-lipid seal. The serum does its work at the surface; the cream keeps the water it draws in from leaving. This is the pairing the morning routine is built around.

Lunaris + Forge

HOLDS

Renewal under a seal, overnight. The same logic as above, in the opposite half of the day. Forge is the constant in this system — it finishes both routines.

Halo + Reverie

HOLDS, WITH SPACING

Both work the eye contour. Use Reverie first on its nights, remove the patches, then continue. Applying Halo underneath a patch is not layering; it is occlusion, and it changes how much active the skin receives.

Solstice + Lunaris

ALTERNATE, NOT TOGETHER

Both ask the skin to turn over, so running them on one evening doubles the request rather than the result. Solstice takes the night; Lunaris returns the next. Nothing is lost by alternating — the weekly cadence is built around exactly that swap.

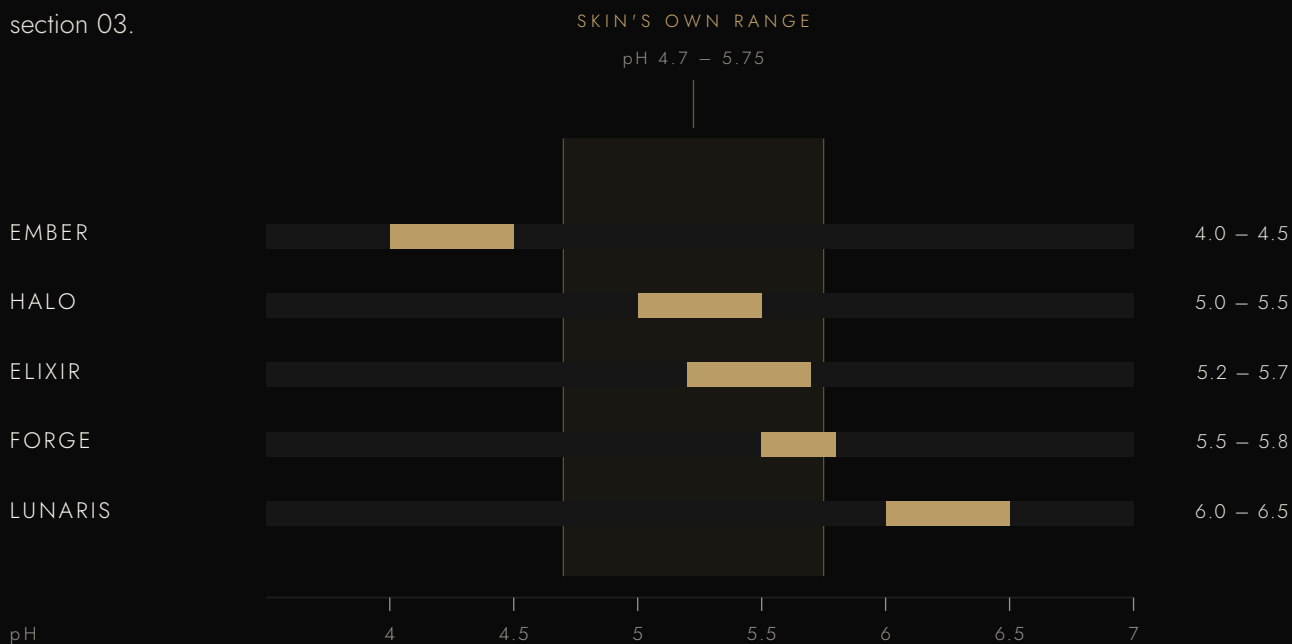
Elixir + Solstice

SEPARATE HALVES

No conflict here, simply no benefit. Vitamin C belongs to the morning and Solstice to the evening, so keeping them in different halves of the day is enough.

Where each formula sits

Healthy skin holds a slightly acidic surface, roughly pH 4.7 to 5.75. Formulas built near that range can be used often; formulas built away from it are usually doing something specific and are used less. The published values for this range explain most of the cadence decisions in section 03.



Solstice and Reverie are not plotted: neither publishes a pH figure, and this document does not print numbers that have not been measured. Both are cadence-controlled instead — twice weekly, which does the same protective work a conservative pH would.

// WHY THE RANGE MATTERS

A cleanser below the skin's range clears effectively without stripping. A renewal serum slightly above it is buffered — which is part of why bakuchiol can be used nightly where a retinoid at the same frequency often cannot. None of these figures is extreme, and that is the point: this is a range built for daily use rather than for a dramatic first week.

Building up

The fastest way to lose a routine is to start all of it on the same day. Reactive skin is not a reason to avoid actives — it is a reason to introduce them in order.

The plan below takes four weeks. It is deliberately slower than most people want, and it exists because the alternative — everything at once, a reaction in week two, and abandoning the whole system — is far more common than it should be.

WEEK 01

Barrier only

Ember and Forge. Twice daily, nothing else. You are establishing that the cleanse and the seal are comfortable before any active enters the routine. If skin is tight or reactive at the end of this week, stay here another week — nothing after this point improves on an unhappy barrier.

WEEK 02

Add the eye contour

Ember, Halo, Forge. Halo morning and evening. The eye area tells you early whether the routine is too much, which is why it comes before the face actives rather than after.

WEEK 03

Add the daily actives

Elixir in the morning, Lunaris at night. Both go in this week, in opposite halves of the day, which is why they can be introduced together. This is the full daily routine.

WEEK 04

Add the weekly step

One Solstice night. Not two. Hold at once weekly for at least a month before adding the second, and add Reverie only once Solstice is comfortable.

When something reacts

- Stop the actives, not the routine.
Drop back to Ember and Forge only. Keeping the cleanse and the seal in place is what lets the barrier recover; removing everything at once tends to prolong it.
- Wait until the skin is quiet.
Usually several days to a fortnight. Do not reintroduce on the first calm morning — give it longer than feels necessary.
- Reintroduce one formula.
One, on its own, and leave it for a week before adding anything else. This is the only way to learn which formula was responsible, and that information is worth the wait.
- Adjust cadence before abandoning.
An active that reacts at daily use often sits perfectly at three times a week. Frequency is the first thing to change, not the product.

WHEN TO ASK A PHARMACIST

A brief tingle that settles within a minute or two is ordinary with an acid step. If a reaction goes further than that — swelling, broken skin, a rash spreading past where you applied it, or anything involving the eyes — pause the product and have a pharmacist take a look. That is a short, routine conversation, and they will tell you more about your own skin than any document can.

Reading a label

An ingredient list is a legal document, not marketing copy. Once you can read one, you can assess any product — this range included.

The order is the formula.

Ingredients appear in descending order by weight, down to 1%. After that the order is free. So the first five entries tell you what a product mostly is, and everything below is present in small amounts — which is not the same as being unimportant, but is worth knowing.

INCI names are standardised.

Ingredient names follow the International Nomenclature of Cosmetic Ingredients, which is why the same substance reads identically on a bottle in London and in Tokyo. Aloe is Aloe Barbadensis Leaf Juice everywhere. If a marketing name appears on the front, the INCI on the back is what governs.

Fragrance allergens are declared.

Under UK and EU rules, a set of fragrance allergens must be named individually once above a threshold — Limonene, Linalool, Citral, Geraniol and others. Seeing them listed is not a warning; it is the label working correctly. What matters is whether you personally react to them.

Percentages are usually absent.

Concentrations are rarely published, and a claimed percentage on the front means little without knowing pH, delivery and what else is in the formula. Position in the list is more informative than a number on a banner.

Four questions worth asking

01 Does the front of the pack match the back?

If a product is sold on an ingredient, that ingredient should be identifiable in the INCI list. Where it is not, the claim is doing more work than the formula.

02 Is a pH published, and is it plausible?

An acid step at pH 6 is not doing much acid work. A cleanser at pH 9 will strip. Brands that publish the figure are usually confident in it.

03 Is the cadence stated?

A formula with no stated frequency is leaving the most important variable to you. Any product with a resurfacing or renewal active should tell you how often to use it.

04 Can you find the responsible person?

Cosmetics sold in the UK must carry a name and address for the party accountable for the product's safety. It is on the pack and it is not decoration.

// THE THIRTY-SECOND CHECK

ANY PRODUCT, ANY BRAND

01 Turn it over.

The ingredient list is the only part of the pack that is regulated.

02 Read the first five.

That is most of what you are buying.

03 Find the active you were sold.

If the front names it, the back should too.

04 Look for a pH and a frequency.

Their presence tells you the formulator was confident.

Ours are at [rexodia.com/ingredient-library](https://www.rexodia.com/ingredient-library). Where this guide and a label disagree, the label governs.

The weekly grid

The whole protocol on one page. Two Solstice nights and two Reverie nights, spaced — not consecutive, and never on the same evening as each other.

	MON	TUE	WED	THU	FRI	SAT	SUN
AM	Ember Elixir Halo Forge SPF	Ember Elixir Halo Forge SPF	Ember Elixir Halo Forge SPF	Ember Elixir Halo Forge SPF	Ember Elixir Halo Forge SPF	Ember Elixir Halo Forge SPF	Ember Elixir Halo Forge SPF
PM	Ember Halo Lunaris Forge	Ember Solstice Halo Forge	Ember Halo Lunaris Forge	Ember Reverie Halo Lunaris Forge	Ember Solstice Halo Forge	Ember Halo Lunaris Forge	Ember Reverie Halo Lunaris Forge

 SOLSTICE — resurfacing, 2x weekly

 REVERIE — hydrogel, 2x weekly

Solstice on Tuesday and Friday, Reverie on Thursday and Sunday: three clear nights between each acid step, and no evening carrying two weekly actives. Shift the days to suit your week — keep the spacing.

ONE SYSTEM

USED IN ORDER

*This is not a routine laid over a range. It is how the range was built
— the order, the cadence and the pH decided once, at formulation,
and then made into seven formulas.*

// CONTINUE

The full range	rexodia.com/shop
Ingredient library	rexodia.com/ingredient-library
The daily protocol	rexodia.com/protocol
Questions	hello@rexodia.com

REXODIA

REXODIA LTD · REGISTERED IN ENGLAND AND WALES · No. 17169582
128 CITY ROAD, LONDON, EC1V 2NX, UNITED KINGDOM

Edition 01 · This guide describes cosmetic products and is not medical advice.