

The Décolleté Drag Anti-Aging Protocol skinkeeps

> **Medical Disclaimer:** *The skin on the neck is more sensitive than the face. If you are using strong Retinols or Acids, do not drag them down to the neck immediately. Start with moisturizers only to avoid irritation or 'Retinol Burn' on the sensitive neck folds.*

The Concept: Most people treat their face like royalty and their neck like a peasant. This leads to the "Floating Head" syndrome—where the face looks 25, but the neck looks 45. This habit builder forces you to treat the Neck and Chest (Décolleté) as a biological extension of your face, not part of your body.

The Science: The skin on the neck is structurally different from the face. It has **fewer oil glands**, fewer stem cells, and is significantly thinner. This means it cannot repair itself as easily as your cheeks can. It requires *more* moisture, not less.

◆ Phase 1: The Protocol Mission (MVH)

- **The Philosophy:** You do not need a separate "neck cream" or a separate routine. You just need to stop wasting the product already on your hands.
- **Minimum Viable Habit (MVH):** "Bring my hands down past my collarbone every time I apply serum, moisturizer, or SPF."
- **Mission Briefing:** "My mission is to eliminate the 'neck line.' From this day forward, I will never wipe excess product onto a towel. If my face gets vitamins, my chest gets vitamins."

◆ Phase 2: The Anchor Protocol

- **The Trigger:** The sensation of leftover product on your palms.
- **The Anchor Script:** "Immediately after I **finish pressing product into my face**, I will **drag my hands down to my nipples.**"
- **System Setup (Crucial):**
 - *Instruction:* "You cannot do this habit wearing a high-neck t-shirt. You must perform your skincare routine **naked, in a towel, or in a low-cut robe**. If your clothes are in the way, the habit will fail."

◆ Phase 3: The Consistency Matrix (30-Day Log)

- **Instructions:**
 - **X:** Mark an **X** if you brought your skincare down to the chest/nipple line.
 - **[BLANK]:** Leave blank if you stopped at the jawline.
 - **Texture Score:** 1 = Dry/Crepey/Red, 10 = Plump/Hydrated/Even Tone.

Day	Status (X)	Texture (1-10)	Notes/Observations
1	X	3	Felt strange using my "expensive" face cream on my chest.
2	X	3	Messy. Got some serum on my pajama collar.
3	[BLANK]	3	Skipped. Was wearing a sweatshirt and couldn't reach.
4	X	4	Correction: Did routine in a towel immediately after shower. Easy.
5	X	4	Chest skin feels less "tight" after the shower.
6	X	5	Redness on chest seems to be fading slightly.
7	X	5	Used my Vitamin C serum on my chest today. Stung a little.
8	X	6	Skin feels significantly softer to the touch.
9	X	6	
10	X	6	The habit is becoming automatic. I don't reach for the hand towel anymore.
11	X	7	

12	[BLANK]	6	Rushed morning. Forgot.
13	X	7	Back on track. Doubled up on moisturizer at night.
14	X	7	
15	X	8	Noticed my "sleep lines" (chest wrinkles) disappeared faster this morning.
16	X	8	
17	X	8	
18	X	8	
19	X	9	My neck matches my face color much better now.
20	X	9	
21	X	9	
22	X	9	
23	X	9	
24	X	9	
25	X	10	Texture is totally smooth. No dry patches.
26	X	10	

27	X	10	
28	X	10	
29	X	10	
30	X	10	Habit Installed. "The Floating Head" is gone.

◆ Phase 4: The System Debrief

Analyse the friction in your routine.

- **The "Clothing" Friction (Day 2/3):** "I failed when I was already dressed. The barrier of pulling my shirt down was too high." -> *Solution: Change timing to pre-dressing.*
- **The "Cost" Friction (Day 1):** "I hesitated to use expensive serum." -> *Solution: Realize that preventing neck wrinkles now is cheaper than laser treatments later.*
- **The Result:** "The texture score improved from a 3 to a 10 just by using 'waste' product."

◆ Phase 5: System Refinement Loop

Use your debrief to upgrade the next 30 days.

The Biggest Obstacle Was:	My New Strategy to Overcome It Is:	My Refined Anchor for Cycle 2:
Product Cost: "I kept 'under-applying' because I didn't want to use up my \$80 moisturizer too fast."	"I will buy a large, affordable bottle of Ceramide Lotion specifically for the 'Drag' step."	"After I apply my expensive face serum, I will pump the 'Body Lotion' and drag it down."
Morning Rush: "I sometimes skip the drag when I am running late."	"I will focus this habit on the PM routine where I have more time."	"After I put on my pajamas (topless), I will do the full drag."