

ageing of the skin

PREVENT



CONTROL



TREAT



Did you know?

Several factors affect the ageing of the skin. The most common ones are:

- Sun exposure
- Heredity
- Stress
- Diet
- Careless treatment
- Dry indoor air/air conditioning
- Smoking
- Harsh weather
- Frequent exposure to strong cleaning agents

Ageing is a natural and beautiful process that happens to all of us. The process of skin ageing usually starts at the age of 25 with a reduction in the number of live cells in the epidermis. The skin reduces water retention and cellular division, produces less sebum and slows down the cell renewal process. The ageing of the skin begins to become visible.

The Skin at 20's

The early and mid twenties are likely to see the skin at its best if you are:

- Maintaining a good basic skin care routine
- Eating healthy
- Exercising regularly
- Drinking at least 8/10 glasses of water per day
- Using sunscreen daily
- Removing daily make-up before going to bed

At this stage you should start using skin care products to prevent skin ageing.

The Skin at 30's

- First signs of ageing appear
- Fine lines and wrinkles
- Changes in the skin around the eyes, mouth and neck area
- Natural fibers decrease
- More water is lost – faster dehydration
- The natural protection barrier decreases

At this stage the use of anti-ageing skin care products is a must to control the appearance and development of anti-ageing signs.

The Skin at 40's and up

- Dryness of the skin increases if an appropriate skin care routine is not established
- Sunspots, age spots and pigmentation might appear
- The muscles of the face and neck begin to sag
- Lines and wrinkles become deeper
- Skin loses elasticity

Treating the skin with appropriate anti-ageing skin care products is a must.

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