

WAR ON WRINKLES

Do's and don'ts for keeping your skin youthful

By LEIGH VAN DEN BERG & TAMSIN SEPTEMBER

WHATEVER your skin type, it ages with time. The first signs of ageing are fine lines, often appearing around the eyes and mouth and on the forehead. These deepen over time and, at some point, you'll notice your skin starts to lose its elasticity.

COMMON MISTAKES

Rachelle Valente, a skincare therapist with the Skin & Body Renewal franchise, says many people don't act fast enough to prevent the signs of ageing. "From the age of 30, cell turnover starts to slow down, leading to a build-up of dead skin that causes skin to look dull and rough," she says. Making matters worse, people often buy anti-ageing skincare products that promise to work miracles but don't contain proven anti-ageing ingredients.

SKINCARE SOLUTIONS

DAILY

Retinol is still a gold standard in wrinkle-busting so invest in a treatment such as retinol-infused **Neutrogena Ageless Intensives Deep Wrinkle Serum (R149,95)**. "Retinol increases cell turnover and stimulates collagen synthesis to help to improve the look of wrinkles, pores and pigmentation," Rachelle says.

It's not just for deep wrinkles and is perfectly safe to use on fine lines. You should also ensure you're using broad-spectrum sun protection and that your moisturiser includes a mix of antioxidants such as vitamin C and E to protect you from the cell-damaging effects of free radicals.



ALSO TRY

Pond's Age Miracle Intensive Cell ReGEN Serum **R159,99**



Garnier Ultra Lift Serum + Cream **R159,95**

WEEKLY

Try **Elizabeth Arden Visible Difference Peel and Reveal Revitalizing Mask (R300)**. It contains powerful natural antioxidants and uses glycolic acid to produce a smoother-looking complexion.



Almay Firming Hydrating Mask **R135**

WE LOVE



MONTHLY

Rachelle recommends you consider salon treatments such as laser therapy or chemical peels. Costing around R250 a session, they can treat skin conditions from wrinkles to acne, she says.

You don't need botox to minimise the look of fine lines. You can also temporarily disguise them with a silicone-based topical filler such as **Olay Regenerist 30 Second Wrinkle Filler (R235)**. "Smooth it over enlarged pores and wrinkles to fill them in from the bottom up," make-up artist Tamryn Jefferies says.



Nanoblur cream **R299,99**



Eucerin Anti-Age Hyaluron Filler **R269,95**



STOCKISTS: ALMAY 011-971-0812, BIO EFFECT (EDGARS, PLACÉCOL 0861-112-222), ELIZABETH ARDEN 021-597-1700, EUCERIN (BEIERSDORF 0860-102-091), GARNIER 0860-102-492, NANOBLUR (CLICKS 0860-254-257), NEUTROGENA (JOHNSON & JOHNSON 0860-410-032), OLAY (PROCTER AND GAMBLE 0860-112-188), POND'S 0860-572-861.