

## INTERVENTION STARTS AT 30

**Y**ou probably look in the mirror thinking you'll never look like your parents – but without early intervention, eventually you will. Your youthful face is no different to a new car: if you gradually maintain the dents and scratches, it will still look new years later. If you fill in the wrinkles as they appear, it makes it more difficult for them to deepen and a youthful appearance is maintained.

The founder of Skin Renewal, Dr Maureen Allem, specialises in anti-ageing procedures, skincare and weight loss. Medical solutions include the well-known Botox which, when used from the age of 30, prevents the ageing process by relaxing muscles that cause dynamic wrinkles. It reduces the signs of ageing around the eyes such as crow's feet, eye bags and eyebrow droop, and prevents the jawline from sagging by relaxing muscles which otherwise would drag it down. Dr Allem advises us on other treatments here.



**Dermal fillers** replace lost volume and improve deep folds and wrinkles by stimulating collagen. They remove a tired look by reducing under-eye bags, circles and tear troughs.

Most of the sun damage to our skins is done by the age of 20. As we age it starts to present itself. This and other conditions can be effectively treated with different **lasers**: limelight for redness, rosacea and sun damage; extraction peel and laser genesis for skin and pore refining; or long-pulsed Nd YAG for spider veins and laser hair removal.



**Retinoid** products such as Retin A are anti-ageing gifts to the skin, and the earlier a person starts the greater the benefits. Retinoids stimulate collagen, improving wrinkles and fine lines; brighten the skin as they encourage the growth of new skin cells; penetrate oil glands, unclog pores and increase collagen synthesis in the dermis; protect against free-radical damage; and prevent hyperpigmentation. Most major product houses are incorporating some form of vitamin A/retinol into their skincare ranges – just make sure to use them with a sunscreen.



As far as over-the-counter solutions go, pick up the following to help keep the ageing process at bay: use an SPF **antioxidant sunblock** on your face and neck to protect against UVA and UVB and free radicals. **Choose products with vitamins C, E and ferulic acid** to block infrared A rays and free radicals, which cause accelerated ageing.

Take **oral supplements**, especially ones with the antioxidant **pycogenol**, which promotes and supports the heart, immune system, memory and skin.