



How to look after your

SKIN

... properly

If someone were to say to you that you could stay young by spending 10 minutes a day doing a particular task, you'd think it was worth it, wouldn't you?

This is how long it takes to cleanse, tone and moisturise, morning and evening. This will keep your skin youthful, yet, hand-on-heart, how many of us keep this twice-daily skincare routine? There are even more women out there who mistakenly believe that having a monthly facial means you don't have to have a home skincare routine at all!

A regular facial is important, as it will help you relax as well as deep-cleansing your skin. But you will only achieve the full, youth-giving results if you carry out your daily skincare regime. Surely, 10 minutes a day is worth it to look younger and fresher? The thing is, there are so many products out there that it can seem like a bit of a minefield. What do they do and are they all necessary?

Here is an outline of the most important products to give you a clearer picture of their properties and why you should use them.

Why should you exfoliate?

As you get older your skin cells do not shed, or "fall-off", as efficiently as when you were younger, which is why young skin looks fresher and more radiant (the glow factor). You need to exfoliate twice a week to remove stagnant dead skin cells to stop your skin looking dull, make it smoother and prevent the build up of "age-spots" (pigment marks). Also really important is that if you are not exfoliating all the products you are putting on your skin (moisturisers etc) will not penetrate your skin and so be able to be effective!

What is the difference between a treatment product and a moisturiser?

A treatment product is a "target" product. It is not a moisturizer but is designed to combat specific conditions that your skin may be suffering from. You may not need any treatment products or you may need a couple depending on your skins conditions. Treatment products are designed to go under your moisturizer and target specific problems. Treatment products are generally stronger than moisturisers and will vary depending on your skin conditions, not your skin type. Only treatment products can target serious skin conditions not a moisturiser.

What's the difference between Night Cream and Day Cream?

Day cream is designed to protect your skin from damage by the elements and the often harsh environment of daily life. It protects your skin from moisture loss, sunlight exposure (if it is a SPF as well), maintains a protective barrier, and aids in healing skin conditions like redness, acne etc. Night Creams are generally designed to repair and regenerate (not so much protect) your skin. As you sleep your skin is actually working away trying to combat what it has had to face during the day!

Is a separate eye cream really necessary and when should I start to use one?

The skin around the eyes is much finer and more delicate than the face and contains fewer sebaceous glands (oil glands). This is

why it is more prone to drying out which leads to crows feet, fine lines and crepiness. Eye creams are specifically designed for this area. Your normal moisturiser will simply clog the pores and can cause unwanted puffiness. It is never too early to start using an eye cream but definitely start from 25-30yrs up!

Isn't one cleanse, tone and moisturise enough?

Sadly no. Your skin works 24 hours a day. When you get up in the morning you need to remove the "film" on your face, and then remove make-up dirt and grime at the end of the day. You should use mild cleansers and toners to prevent your skin from drying out. Each product you use on your face should be carefully selected, one, to make sure it is correct for your skin type and will not damage your skin and, two, to ensure that what you are paying for is actually a benefit to your skin! At best choosing the wrong product will have absolutely no effect on your skin (good or bad), at worst it may well result in you experiencing skin blemishes, irritation or allergic reactions.

Professional V Commercial?

Professional skin care is not sold in a department store or supermarkets. Why? Because it must be recommended by a person trained in both the science of skin and the product range. Professional skin care is designed for your skin type and conditions not the mass market. The level of active ingredients in professional skin care is higher than commercial skin care. Professional skin care is backed by scientific studies not "consumer trials". In other words the claims made are backed with reputable scientific evidence. Most importantly pound for pound professional skin care is as cost effective if not cheaper (yes cheaper) than most commercial brands as they are not topped up with "fillers" and so you use a lot less and they last longer. Of course, all this said there are differences in quality and effectiveness even with professional ranges.

So now you know that professional products are higher strength, more targeted, more effective and less costly. But how do you know which professional range to choose. Simple, choose a professional range that is backed by scientific studies and real evidence of its ability to meet the claims made by the company marketing the product.

Finallytest Your Knowledge.

1. *What percentage of Vitamin C must be in your skin care products before it has any effect on your skin at all? What type of Vitamin C must it be?*
2. *Why is the SPF Factor (15+, 8+, 30+) the least important thing when it comes to picking a facial (or any) sunscreen?*
3. *Why are the first 5-8 ingredients listed in your skin care the only ones to worry about?*
4. *What % of any ingredient must a skin care product have in it for a company to put it on it's label or use it in marketing in Australia?*
5. *Facial Sunscreens are all created equal? TRUE or FALSE?*

Test yourself and then ask your therapist or our receptionist for the answer sheet. The answers will surprise you. And the next time you buy ANYTHING to put on your face you will be able to make an educated decision before spending a cent.

As always, if you have any questions about your homecare regime just ask!