

E L L E

APRIL 2019
₹150

THE
NEW RULES
OF DATING

+

THE
WOMEN
IN TECH
(YOU NEED)
TO KNOW

★ ★ ★ ★ ★
ANANYA PANDAY
IS JUST GETTING STARTED

WHAT'S AGE GOT TO DO WITH IT?

Lately I've been referring to myself as someone in their 40s, although I'm a good eight months away from hitting the decade. Like a lot of people, I'm afraid of ageing, physically and mentally. I'm happy to welcome the emotional process, but the rest I want to keep at bay. This seems to have triggered a drive to want to be the 'best snowflake version of my xennial self'. I want to be healthy. All of me, inside out. Especially out. Feeling and being healthy shows up magnified in every aspect of your life—and if my skin is glowing because of it, excellent!

Women around me (online and offline) are becoming more and more self-assured, and less anxious about ageing, and I'm only too pleased to be easily influenced by their wholesome approach. Anti-ageing is out. Instead, it's hopefully turning out to be a real embrace of what it means to grow older—become more confident, more positive, healthier, better equipped to deal with everything that life throws at us, and therefore indefatigably happy. And where does beauty fit in? Sure, brands are substituting 'anti-ageing' with synonyms (like regeneration, renewal, radiance) where the message still declares war against wrinkles. But as someone stepping over the threshold of what is traditionally considered ageing skin, I'm very optimistic of how the beauty industry can also be equally supportive and empowering. I spoke to a few campaigners, doctors, nutritionists and product developers to help me figure out my way in this journey. Take a cue?

There's no point in fighting off wrinkles and spots, is there? Rituparna Som discovers we need a little more than lotions and potions to have our best skin *ever*

ON THE BEAUTY SHELF

The beauty industry is slowly changing its beat, we are no longer 'preventing' ageing, but 'preparing' for it. Thanks to science and technology, there are many ways I can adopt this into my routine—plant-based hormones that help renew skin cells, strengthen the skin barrier and lock in moisture (hello moringa), healthy bacteria to combat eczema and acne (shout out to prebiotics), bio-retinoid that mimic the effects of retinoids with fewer side effects (bakuchiol aka babchi seeds), and multiple non-invasive procedures, like fillers for your hands—they're incidentally the first place to show age.

Making sure we age in a healthy manner comes from something very basic—protection. This is protection from the sun, pollution, our phones and computer screens. Siddharth Somaiya, founder of the natural skincare brand, Organic Riot spent almost two years developing specialised products where protection features prominently. "Basic pollutants in the city are damaging and inflaming skin at a microscopic level. This constant inflammation is known to accelerate collagen production, leading to early wrinkles and lines. In such cases, wound healing ingredients, such as tamanu, manuka honey and rosehip, restrengthen skin so it can manage this barrage over time. The

SKIN SUPERFOODS



Innisfree
Green Tea Seed
Serum, ₹1,950

Kiehl's
Powerful-strength
Line-reducing
Concentrate,
₹5,100



Organic Riot
Smog-block Anti-
pollution Cream,
₹1,210

Moringa What
Moringa Oil,
₹1,090





idea is to calm skin down rather than punish it into obedience.”

And more than wondering about the presence or absence of ‘chemicals’ in our beauty products (they’re not the enemy), perhaps we should look into where the ingredients are sourced from, suggests Somaiya. “Most people only think of replacing harsh synthetics with natural ingredients, but it’s way way deeper than that. The natural ingredient should be grown without pesticides in a pollution-free atmosphere, and extracted using a gentle method. This helps it retain its bioactivity and powerful antioxidant nutrient properties,” he explains.

For more immediate results and to undo all the damage I’ve done over the years, I know I can always rely on in-clinic treatments. As a rule of skincare circa 2019, anything that’s good for your skin becomes even better when paired with two other things in tandem. Therefore let’s welcome multitasking treatments as well. Cosmetologist Dr Harshna Bijlani from The Ageless Clinic approves, “Combining different standalone technologies into one super treatment is the latest anti-ageing trend. For example, PRP (plasma therapy) is often paired with energy-based treatments for >

Screen-time Damage Control

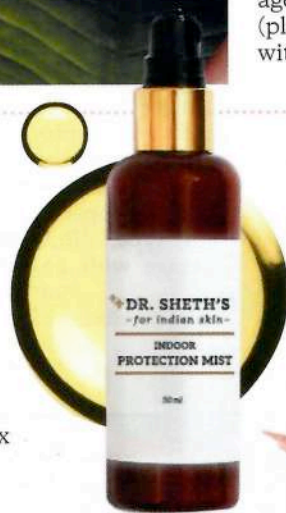
Not just tech neck, our devices are also triggering photo-ageing and hyperpigmentation, all thanks to the high-energy visible light aka the blue light they emit. To fight back...

Try topical antioxidants

Butterfly bush extract, sea buckthorn, pomegranate, vitamin C, and many more encourage repair. Our top picks: Estée Lauder Advance Night Repair Eye Supercharged Complex and Dr Sheth’s Indoor Protection Mist.

Activate night mode

Especially on your phones; it dims the screen and switches the blue light to a less damaging yellow.



Dr Sheth's
Indoor Protection
Mist, ₹549

Estée Lauder Advance
Night Repair Eye
Supercharged Complex,
₹4,300

