

Mature Skin

written by: Sarah Villafranco, MD



SARAH VILLAFRANCO, MD
is a graduate of Georgetown University Medical School, and completed her training in emergency medicine at George Washington University. She is the Founder and CEO of Osmia.

Have you hugged your skin today?

It's so easy to get negative when thinking about the changes that occur as our skin ages. Instead, take a deep breath and thank your skin for all it's done for you so far!

As a physician, the founder of a natural skincare company, and a woman in the second half of her forties, I'm acutely aware of the ever-present conversation about how skin changes as we age. Unfortunately, that conversation usually has a very negative flavor and encourages us to say and feel very unkind things toward ourselves when we look in the mirror. And that bad habit has to change.

Rather than constantly lamenting the ways in which our skin naturally changes as

we age, why not work to support it in a positive and nourishing way? We want to help our skin do its job, while reducing inflammation and increasing hydration and a healthy glow. We can give it the nutrients it needs, provide regular gentle exfoliation, and give it love from a place of gratitude, rather than a place of judgment and criticism. Wouldn't that make things so much more fun?

SO... WHAT IS MATURE SKIN?

Skin has a few main jobs: it's a barrier, keeping good things in (like water) and bad things out (like allergens and microbes); it helps maintain our body temperature through sweat glands and blood vessels; and it plays roles in immunity, hormone function, and our sense of touch. Who knew skin had so much work to do every day?

As we age, our skin undergoes both intrinsic and extrinsic aging. Intrinsic aging is simply a function of time: a loss of collagen and reduced nutrient delivery to the skin results in fine lines and thinner skin. Extrinsic aging comes from exposure to ultraviolet radiation, air pollution, and poor nutrition: inflammation, coarse lines, decreased elasticity, hyperpigmentation, and a rough texture are the results. We don't have much control over the intrinsic aging process, but we can support our skin in other ways.





Let's do this together.

We can't prevent aging, but we can age beautifully! From sunscreen to nutrition, there are lots of ways in which we can set our skin up for success at every age.

1 CRITICAL BEGINNING STEPS

STOP USING

Bad manners!

Try to stop being rude to yourself in the mirror. It sounds corny, but if you're constantly looking at your skin and directing critical, negative energy toward it, you can't expect it to feel like glowing!

Steroid creams

Thinner skin is more susceptible to fine lines, and steroids cause thinning with regular use. Wean off steroids with the help of your dermatologist.

Sodium Laureth/Lauryl Sulfate

Inflammation is part of what causes skin to age more notably, and sodium lauryl/laureth sulfate keeps your skin in a state of chronic, low-level inflammation. It's in most things that foam, so check your hair care, your laundry detergent, and your dish soap.

Harsh acids or exfoliants

The skin's lipid layer becomes less sturdy with age, and products that excessively strip the skin exacerbate the issue, leaving skin dry and fragile.

START USING

Good manners!

Start being grateful to your skin when you look in the mirror. You skin will notice the kind words.

Rose Clay or Pumpkin Facial Soap

Rose Clay soap draws moisture to the skin with mineral-rich clay and glycerin. Pumpkin soap provides gentle exfoliation with pumpkin and tomato, as well as a dose of nourishing honey.

Restore or Brighten Facial Serum

Restore Serum soothes inflamed skin with lavender and helichrysum. Brighten Serum works well for sun-damaged skin with a healthy dose of Vitamin A.

Purely Simple Face Cream and Nectar Vital Rose Drops

For dehydrated skin, a few drops of Nectar in the Purely Simple Face Cream will provide a much needed moisture boost.

Lip Repair and Lip Doctor

Lip Repair works as an overnight plumping treatment, and Lip Doctor doubles as an under-eye balm.

2 SUPER IMPORTANT NEXT STEPS

Once you've got your skin calm and happy, you can bump up to the next level of hydration and luxury.

Purely Gentle Mud Cleanser

Try using this gentle, nourishing cleanser in the mornings, to wake your skin up for the day.

Purely Calm Gel Toner

Add a tiny dab of this hydrating gel to your routine. Aloe, hyaluronic acid, and vitamin B3 all soften and tone the skin.

And don't forget the skin below your collarbones!

Milky Rose Soap, Sandalwood Body Mousse, and a Body Oil

Milky Rose is one of our most nourishing soaps, with buttermilk powder for a gentle exfoliating effect. Try a combination of Sandalwood Mousse and Night or Naked Body Oil on damp skin to seal in moisture after bathing.

3 NOW FOR THE FUN PART: THE SHOPPING LIST!

FOR THE FACE

[Osmia Rose Clay Facial Soap](#)

[Osmia Purely Gentle Mud Cleanser](#)

[Osmia Purely Calm Gel Toner](#)

[Osmia Restore Facial Serum](#)

[Osmia Pumpkin Facial Soap](#)

[Osmia Brighten Facial Serum](#)

[Osmia Nectar Vital Rose Drops](#)

[Osmia Purely Simple Face Cream](#)

[Osmia Lip Doctor](#)

[Osmia Lip Repair](#)

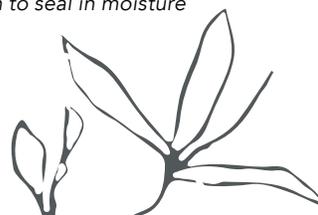
FOR THE SKIN

[Osmia Milky Rose Body Soap](#)

[Osmia Sandalwood Body Mousse](#)

[Osmia Naked Body Oil](#)

[Osmia Night Body Oil](#)



Additional homework for greater success:

As with every system in the human body, skin health begins with your fuel. Look for foods rich in antioxidants, like berries and green tea. Eat your veggies steamed or raw, rather than roasting or frying them. Bump up culinary spices like ginger and turmeric, and make sure you're getting enough zinc and manganese in your diet. Stay hydrated with mineral water, and steer clear of processed sugar or too much dairy.

Stress also affects every system in the body, including the skin. An active stress management plan, including exercise and meditation, will boost your glow. [Here's a link](#) for mature skin lifestyle recommendations.

Lastly, make sure you're limiting your exposure to pollutants like cigarette smoke, and to ultraviolet radiation by wearing protective clothing and using a reef-safe mineral sunscreen regularly.

WE ARE HERE FOR YOU.

Reach out anytime at info@osmiaorganics.com

We're here to answer questions, and to hear your success stories!

HAVING TROUBLE?

Everyone reacts differently to skincare plans—if you are not seeing results, [please email us](#) and we can help adjust your routine or suggest a few products from other brands that are gentle enough to try. While we hope Osmia works as well for you as it has for so many others, we are committed to helping you see results. We'll do our absolute best to customize your routine and guide you toward your healthiest skin.

You can do this.

You can help clear the unhealthy fog of fear around aging in our society, because it's toxic to us all. Start by chipping away at your mindset about aging: it's a privilege to get older, and the journey is so much more fun when accompanied by joy and lightness. Remember that we're ALL aging, and that we're all in this together. With the right combination of attitude, lifestyle choices, and amazing skincare, we can unlock a different experience for ourselves as we move through all of life's beautiful decades.

With health and joy,

