PROOF

12:16:34; NATMAGS ASURA

2019

15.Mar

Date:

When should I start using anti-ageing products?

If ageing gracefully is your goal, it's never too early to lock down a solid skincare routine says WH's resident skincare expert Dr Jo Ward



THE EXPERT founder of skincare brand ZENii

While the term 'anti-ageing' may be a contentious one (ageing isn't, after all, some kind of condition you need to battle), there's nothing wrong with knowing when to adopt a skincare regimen that will preserve your skin's health and vitality in the long term.

Adequate hydration, good elasticity and abundant collagen levels are the hallmarks of great skin. To maintain this holy trinity, most experts advise beginning an anti-ageing plan in your twenties. But your approach should be holistic – as well as what you put on your skin, nourishing your body with antioxidant-rich, nutrient-dense

food, avoiding excessive sun exposure, getting plenty of sleep, drinking lots of water and learning to manage your stress levels all have a big impact on how well your skin ages. Here's how to future-proof your skin in every decade...



adopt an effective skincare routine, the greater the long-term benefits will be. It's much better (and less costly) to prevent skin damage than it is to try to correct it later on. Getting the basics right in your twenties means later in life you can just add specific and targeted products to your regime. Make sure all your skincare products are applied to your neck and hands as well as your face - I often hear people complain that their neck and hands have aged

incongruously because they forgot to do this!

In your twenties, you need a really good cleanser that removes make-up, hydrates and doesn't strip the skin of natural oils; daily sun protection; a nourishing night cream; and an acid-based exfoliator. Youthful skin doesn't need retinol-based products because it already has an effective collagen turnover process. Ultimately, the aim in this decade is to protect what vou have and not to use up all of your ammunition at once Try Botanics All Bright **Hydrating Day Cream Sunscreen Broad** Spectrum SPF15, £6.99,

for daily protection



Found in antihydrolysed collagen ageing creams or as This dose is clinically standalone boosters, proven to reduce retinol is best used at fragmentation rates night to support and and boost hydration. stimulate the skin's In your thirties, your natural collagen skin's turnover cycle production, You can starts to lengthen, believe the hype, too Regular exfoliation will - it's one of the most maintain luminosity and

reach for the retinol.

evidenced skincare

to go the extra mile,

consider a collagen-

based daily beauty

drink with 10,000mg

ingredients. If you want

glycolic acid or fruit acids that remove surface debris and brighten and illuminate the skin. NeoStrata Skin Active Retinol + NAG Complex, £60.50,

will give skin a boost.

improve cell turnover,

Look for products

containing 5-10%



 Skincare in vour forties and fifties is often driven by the skin's need for extra hydration. As you age hyaluronic acid levels in the skin deplete, making it harder for your skin to hold on to its water content. Adding products containing hyaluronic acid will help nourish and hydrate, while eating a diet rich in omega-3 fatty acids will help restore the skin's natural barrier function to maintain essential hydration. **ZENii Micronutrient** Repair Night Cream. £85, works to

rebalance the skin's moisture content. WH