

A Pretty Penny...

Keira Lennox 03/03/2015 beauty, skincare

# Beauty Confessions: Skin Care After 30



All the beauty experts say women need to get serious about anti-aging skin care when they roll over the big 3-0. Suddenly cleansing and a swipe of SPF aren't enough; apparently we need an arsenal of products to "preserve" our faces and fight the [irreversible?] damage we inflicted upon ourselves in our youth.

I'm lookin' at you, tanning beds; should've listened to my grandmother.

With this in mind, I found myself in Ulta two months ago on a mission. I wandered around the skin care section for a good 30 minutes, politely declining the sales associates' offers for assistance, determined to find a suitable "grown-up" regimen for a new decade.

I'd love to know the psychology behind the angelic backlit shelving in upscale beauty department stores... do they work on a subconscious level to convince me the products were sent straight from heaven to make me look like Giselle? In a moment of semi-blind, over-marketed mania I *seriously* considered spending half a week's pay on a certain doctor's anti-aging starter kit. Then I came to my senses, and realized if it *really* eliminated wrinkles and pores and the need for concealer, they probably wouldn't be able keep the stuff on the shelves. Right? \*Step away from the \$90 serum.\*

Here's what: I think the best skin comes from keeping things simple. Go easy on the makeup; take it *all* off at the end of every day; exfoliate often; moisturize more than you think you need to; and be generous with the SPF. Some vitamin C, antioxidants, and collagen-boosting peptides can't hurt, either.

My mother, who has beautiful skin with nary a wrinkle — genetics, be kind to me — has probably tried every skin care product available to [wo]man, and she recommended that I use Philosophy. I always associated them with delicious-smelling body washes and delicate perfumes, but they know what they're doing with skin care. I bought the Philosophy 'Radiant & Refined' kit and The Microdelivery Exfoliating Wash on that Ulta trip, and now they're staples in my every day routine.

#### **AM:**

- 1.) Exfoliate with The Microdelivery Exfoliating Wash (usually in the shower.)
- 2.) Follow up with When Hope is Not Enough Firming and Lifting Serum.
- 3.) Apply Bare Minerals Complexion Rescue to entire face and neck for color correction, sun protection, and all-day hydration. It's like three products in one!

4.) Lather up *any* exposed skin — chest, arms, hands — with La Roche-Posay Anthelios 60 Melt-In Sunscreen Milk. I recently bought a tube to keep in my tote bag for reapplication when I'm out running flower deliveries.

**PM:**

- 1.) Cleanse skin with Philosophy Purity One-Step Cleanser or Kari Gran cleansing oil. Both are excellent makeup removers, and make quick work of eye makeup.
- 2.) Follow up with When Hope is Not Enough Firming and Lifting Serum.
- 3.) Moisturize with Philosophy Hope In a Jar.
- 4.) Apply Kari Gran lip whip to lips for overnight hydration.

Once a week, I use Simone France's Complexion Perfection Mask to deep clean my pores, and every now and then I use my Clarisonic Mia with the Purity cleanser for extra exfoliation. Oh, and I'm working on drinking a lot more water and balancing my diet because *really* beautiful skin comes from the inside out.

I'm about two months into my new "30 year old" routine, and here's what I've noticed: my skin is *really* soft and balanced (not too dry, not too greasy); my skin tone is even with minimal redness; and my occasional breakouts heal pretty quickly. All good!