



SkinBase[™]
THE FACIAL

The Ultimate Beauty
Guide for Ageing Skin

The Ultimate Guide to Ageing Skin

Contents:

Why do we get fine lines and wrinkles?

Tips to avoid ageing skin

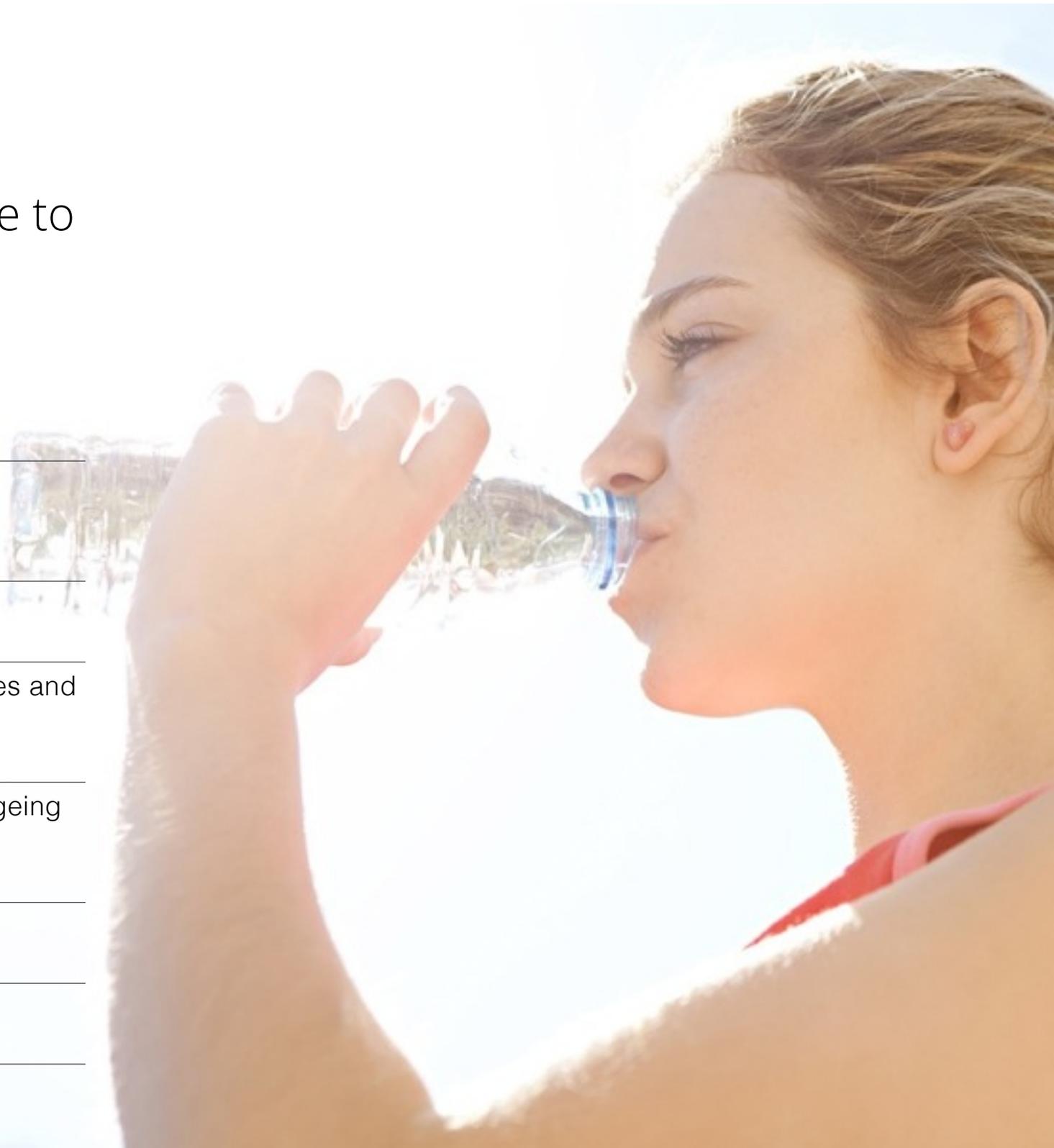
Makeup tips for hiding fine lines and wrinkles

Makeup tips for brightening ageing skin

Super smoothie

Reader's tips

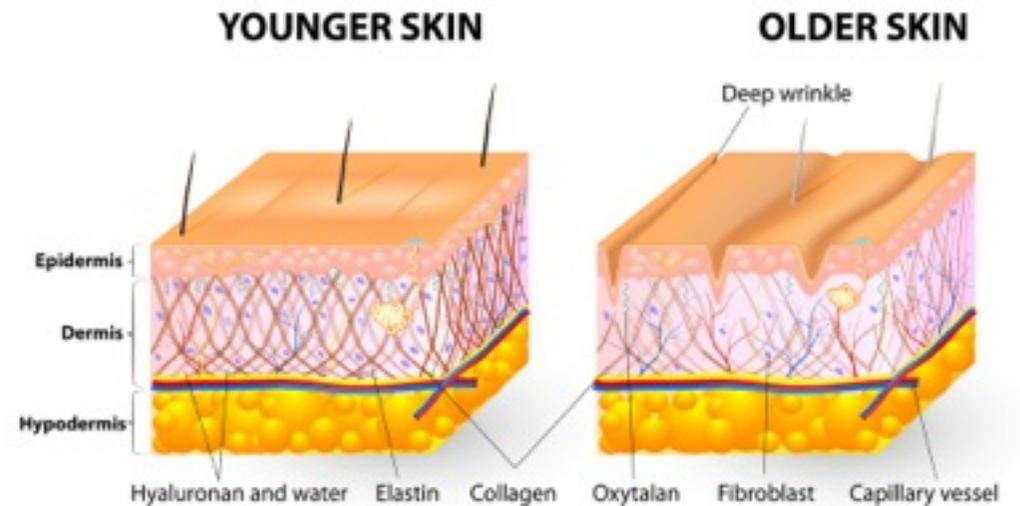
Further reading



Why do we get fine lines and wrinkles?

As we get older our skin's ability to turn over new healthy skin cells slows down. Sun damage, and even everyday facial movements like smiling or frowning cause faint lines to surface and deepen into wrinkles over time.

As we age, the connective tissue and collagen in the face isn't as strong or supportive so we lose the 'plumpness' and elasticity we once had. Skin begins to age in our mid-twenties, but of course not dramatically so at this point. However during our 30s, certainly, changes can be seen.





Tips to avoid ageing skin

RELAX, IT'S JUST A WORKOUT

Forget pulled hamstrings. The most overlooked gym-induced strain hits us above the shoulders. Women who tense their jaw and throat when exercising make the cords of their neck more prominent and pull down the face.

THE SUN IS ALWAYS OUT

Wear sunscreen, wear it everyday. It's good to have it in your moisturiser, it's even better to use it alone before you put any product on your skin.

IT'S NOT JUST THE SUN THAT BURNS

Sitting too close to your fire or a heater in winter can cause real damage to skin. Direct exposure to this heat from two / three feet away will cause redness and a breakdown of collagen.

OVER-FILLING IS AS BAD AS NO FILLING. BOTOX IS NOT THE ANSWER

Many women are increasingly aware that a fuller face looks younger than a taut, windswept one. Many patients (and their doctors) get carried away, filling around their eyes, mouth, and even their jawlines. This can become dwarfed by their protuberant cheeks. You have been warned.

PLASTIC BOTTLES COULD BE HINDERING, NOT HELPING YOUR AGEING SKIN

Drinking water is ESSENTIAL for your skin's hydration, but the constant pursing when drinking from bottles or straws creates lines and aggravates existing ones around the mouth. Try to sip water from a cup as often as possible. Or carry a bottle with a spout and squirt it into your mouth.

PUT DOWN THE CIGARETTES

Don't smoke – smoking dehydrates your skin and exacerbates ageing skin damage.

BEAUTY SLEEP JUST GOT UGLY

Whilst you sleep, skin is pressed against wrinkles in the fabric of your pillowcases – causing lines and creases. The best way to avoid sleep lines is to snooze on your back, but a more realistic strategy is smooth pillowcases. Satin or silk is best!

INVEST IN A PAIR OF JACKIE O'S

Wear sunglasses - avoid squinting into the sun and aiding crows feet by wearing sunnies whenever it's bright outside.

MICRODERMABRASION IS YOUR BEST FRIEND

Microdermabrasion treatment helps remove ageing skin cells and damaged skin layers to reveal fresher, younger looking skin and a dazzling complexion. If it's good enough for celebs and supermodels, then it's certainly good enough for you! Get your weekly treatments booked in now.

Makeup Tips for Hiding Fine Lines and Wrinkles

DON'T OVERDO THE MAKEUP

Some women mistakenly draw attention to the fine lines and wrinkles around their eyes by overdoing the area with makeup. Wrinkles become more noticeable as the makeup settles and cakes into lines.

PREP YOUR SKIN

After you wash your face in the morning, apply moisturiser while the skin is damp. That will plump it up and even it out, helping makeup glide on.

MOISTURISE AROUND THE EYES

Start with a silicone-based eye serum that will gel to the concealer and prevent it from slipping. Packing on the makeup to cover lines or dark circles will bring out the

creasing so avoid using heavy concealers that will look cakey around the eyes.

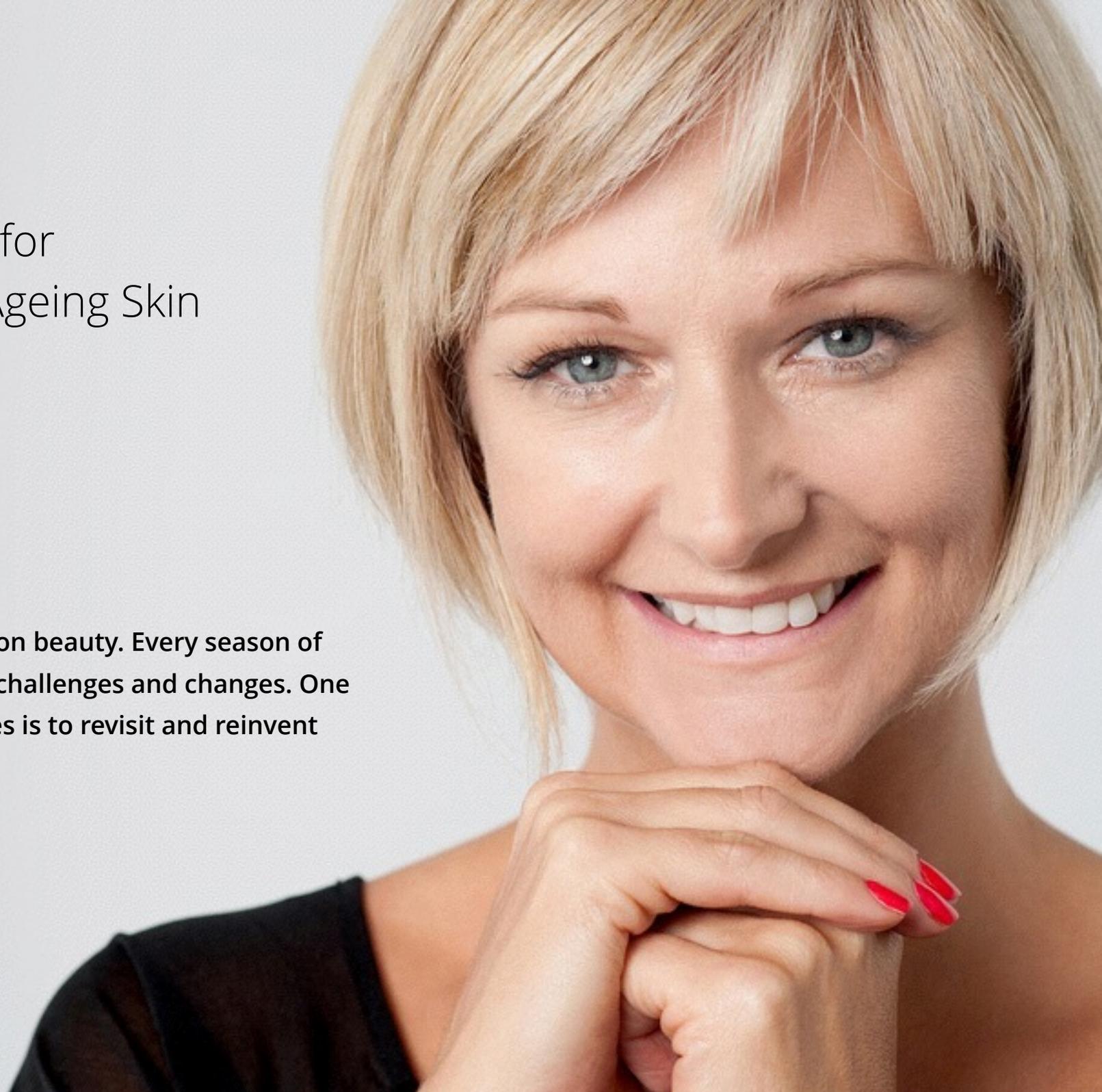
CONTOUR

Learn the bone structure and features of your face. Focus on your bone structure to lift the face. Give yourself a youthful look by using lighter and darker shades to make hard lines soft and soft lines hard. For example, work with a foundation that is one or two shades darker than your foundation to “lift” a sagging chin. Cover the darker area with a translucent powder.



Makeup Tips for Brightening Ageing Skin

There is no age limit on beauty. Every season of life, however, brings challenges and changes. One of those opportunities is to revisit and reinvent your look.



WARM UP

If your skin looks dull, use warm colours to brighten up. Experts suggest using a foundation that is a half-shade lighter than your skin tone.

LIGHTEN DARK CIRCLES

To dim dark circles under your eyes, apply foundation that's a shade lighter than your foundation to the area. Top it with a concealer and then add a loose powder to set the makeup and hide the colour difference.

BE BRONZED, NOT TANGOED

Illuminators and bronzers can also add a sun-kissed glow. But don't overdo it; a bad fake tan can make you look older. Get a more natural glow by blending the bronzer into your moisturiser or foundation and then applying it evenly to your face. A loose powder just one or two shades darker than your skin tone can also add warmth.

GET DEWY

Use spritzers and moisturising sprays to help set makeup and give skin a dewy look and avoid skin looking dehydrated.



Super Smoothie

With mango and papaya contain high amounts of Vitamin C and beta carotene to keep skin protected, balanced and youthful. Bananas and coconut water contain tons of potassium to keep you and your skin fully hydrated and bright - no wonder it's our 'super smoothie'!

Grab a handful of the following fruits, whisk in a blender and enjoy!

- Frozen mango chunks
- Frozen papaya chunks (or fresh)
- Frozen organic strawberries
- 1/2 cup coconut water
- 1 banana



Readers' tips

We ran a competition for people to send us their best beauty tips. Here's three that we really like...

"Bupanthen (baby nappy rash cream) is amazing to put on your lips/face before you go to bed, my lips are so soft the next morning and it costs nowhere near what some lip balms do".

"As you get older, lips tend to look thinner - add a dab of highlighter or white eye shadow just above your top lip in the centre to make your lips look more plump."

"Always moisturise all the best bits at least twice a day. I'm 60 and have done this since I was 15. My little pot of moisturiser is my affordable protection and adds a youthful glow to my complexion."



Further reading

Take a minute to read these articles on the Skinbase blog:

- [Ways to look young, no matter what age you are](#)
- [How can I get rid of my fine lines and wrinkles? Our top tips...](#)
- [Considering microdermabrasion as an anti-ageing treatment? Learn more here...](#)
- [Is microdermabrasion an effective anti-wrinkle treatment?](#)

What next?

We really hope you've enjoyed this guide. We'll email you with regular beauty tips from our blog.

- [Interested in the Skinbase Facial?](#)
- [Check out our success stories](#)
- [Find your nearest therapist](#)