



Warning signs

Skin-ageing actually starts as soon as we're born, so fundamental skin-care habits like sun protection and sun avoidance should be practiced at all ages. However, studies have found that signs of ageing can emerge as early as in the 20s, so that's a good time to start paying more conscious attention to your skin by investing in an anti-ageing product. And the investment pays off—a long-term study conducted by P&G reveals that women who have well-hydrated skin develop wrinkles 50 per cent slower than women with dry skin. And that's just from hydration! It's important to realise that ageing varies

GET IT RIGHT TREAT YOUR SKIN WELL AND SLOW DOWN THE HANDS OF TIME.

In your 20s

- Gentle cleansers
- Antioxidants
- Demelanising agents
- Moisturisers
- Sunscreens

In your 30s and 40s

- Gentle cleansers
- Conditioners/toners
- Moisturisers
- Antioxidants
- Skin-friendly Vitamins A, C, B3, E
- Exfoliants
- Demelanising agents
- Under-eye creams
- Anti-ageing products

wrinkles around the eyes, especially when smiling.

b) In your 30s: More prominent lines and wrinkles around the eye area, uneven texture, dark spots.

c) In your 40s: Lines and wrinkles may start to become evident on the brow and cheeks, and dryness and loss of elasticity may become a greater concern

Pull the brakes!

All of us stare at our reflections, fretting over those laugh lines or crow's feet. **Eva Pavithran** gets two experts to chart out ways to combat the skin's ageing process

Ageing, the root cause

If your mum has relatively wrinkle-free skin, you're pretty set to follow suit—as how your skin ages depends to some extent on your genetic lottery. Having said that, our mothers probably grew up in a much cleaner environment. David Khoo, head of Olay scientific communication Asia Pacific says, "Some factors that can accelerate skin ageing include sun damage, smoking, alcohol, poor diet, stress, lack of sleep, pollution and poor skin-care

habits." "These daily environmental assaults create thousands of oxygen-free radicals. Of these, UV rays are the number one cause of oxygen-free radicals," adds Dr Kalpana Sarangi, cosmetic dermatologist, Nanavati Hospital and Olay ACRC India representative. "Also, decreased oestrogen levels during menopause too contribute to collagen (a naturally occurring group of proteins responsible for your skin's youthful appearance) loss," says Dr Kalpana.

greatly from person to person. David Khoo lists out some general signs that you need to look out for:

a) In your 20s: Small dark spots, uneven pigmentation on the cheeks, fine lines and



Healthy habits

According to David, your skin reflects your lifestyle. "So if you avoid spending too much time in the sun, stay active, eat a diet rich in fruits and vegetables, go easy on sugar, take frequent breaks from work, go on holiday, have fun, and try not to smoke or hang out in smoke-filled places for too long, your skin will return the kindness with a healthy glow through the decades" he says. In addition to having a healthy lifestyle, a strict and regular skin-care routine is also a must. ●