

# SKINCARE LIFE STAGES

## WHAT CAUSES SKIN AGING?

Skin aging is influenced by several factors, including genetics, environmental exposure, hormonal changes, and metabolic processes. In humans, structural and functional changes attributable to aging are more visibly evident in the skin than in any other organ.

### INTRINSIC FACTORS

Intrinsic aging, or your natural aging process, begins appearing in your mid-20s.

Signs include:

- Fine lines and wrinkles
- Thin and transparent skin
- Loss of underlying fat
- Bones shrink away from the skin due to bone loss, which causes sagging skin
- Dry skin that may itch

### EXTRINSIC FACTORS

Extrinsic (external) factors work together to prematurely age your skin, including:

- Sun exposure
- Facial expressions
- Gravity
- Sleeping positions
- Smoking

### LIFESTYLE CHOICES

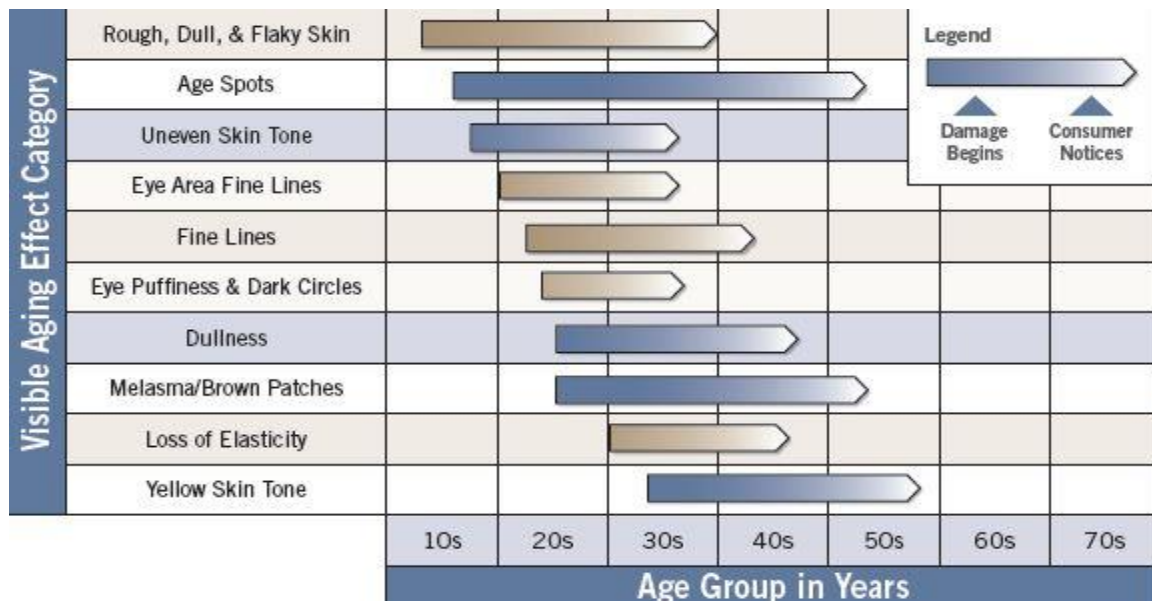
Personal daily choices affect skin, including:

- Smoking or excessive alcohol
- Diet, food, or lifestyle
- Lack of exercise
- Exposure to cold weather
- Stress
- Lack of sleep

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## YOU MAY BE SURPRISED TO DISCOVER

The signs of aging you're experiencing now actually started years ago.



## SEVEN DEADLY SKIN ENEMIES

Merely living our lives exposes us to seven factors that can damage skin at the cellular level:



Find out what shape your skin is in by completing the Skincare Recommender. [Get it here!](#) [Other cool products here](#)

# SKINCARE TIPS

## Life Stages

Your skin is probably the most accurate barometer of what's going on inside of you. That means that unless all of your systems are "go," your complexion will not look its very best! The good news is, if you take good care of yourself, physically and emotionally, your skin will look as robust and healthy as you feel.

Nothing stays the same, and your skin is no exception. The face you see in the mirror today will probably be different from the face you see in 10 years. But it doesn't matter how many candles are on your birthday cake. With simple and sensible health and skin care strategies, you can look great at any age!

Here's a decade-by-decade guide to help you make the most of today...and tomorrow:

### YOUR 20'S

Looking good! In your 20's, your skin cells regenerate at top speed, leading to a complexion that's generally smooth and radiant. Plus, collagen and elastin, the proteins that give skin its resiliency, are firm and plentiful. Prevention is your primary job when it comes to skin care—because you want to maintain this youthful glow for as long as possible.

### Tips

- **Review your regimen.** If you're still using the oil and acne control products you favored as a teenager, take a fresh look at your skin. By this time, sebum production begins to slow in many young adults and it's possible that the formulas that served you well at 16 may be too drying for your complexion today.

- **Moisturise.** If you haven't yet found a good moisturiser, now's the time. The right formula will keep your skin smooth and supple. If you remain challenged by excessive oil or acne, (as many young adults are) look for an oil-free formula. Regardless of what you choose to use, it should contain an SPF 15.
- **Rethink the junk food.** Your on-the-go lifestyle probably combines lots of school or work and socializing, which means that cooking is low on your list of priorities. But too much sugar and fat can actually speed up the aging process. Exchanging a few burgers for salads each week will help you look and feel younger for a very long time.
- **Exercise for fun.** Fitness is for life, so make sure you're mixing it up when it comes to your workout. If you're stuck in your gym routine, consider joining a volleyball team or signing up for salsa classes to keep your interest level high. If you equate fitness with fun, sticking with it will never be a chore.
- **Must-Have's.** Essentials Replenishing Eye Cream, Essentials Anti-Blemish Treatment, Essentials Hydrating or Balancing Lotion SPF 15 and and Pure White UV 50 Protect.

## YOUR 30'S

The times are changing, and your skin is no exception. Aging, the stress of a career, pregnancy—all lead to some significant changes in your complexion. These may include a few fine lines around your eyes and mouth, some loss of skin tone and even adult acne.

### Tips

- **Exfoliate.** The 30s is the decade when cell turnover begins to slow, leading to dullness and uneven skin tone. To counter this slowdown, upgrade your skin care regimen with regular exfoliation. A moisturizing treatment containing alpha-hydroxy-acids (AHAs) will even out skin tone and even diminish the appearance of fine lines.
- **Spot check.** Pregnancy often causes hormonal upsets. One result is a condition called melasma, also called "mask of pregnancy" which appears as dark patches on the skin. Exfoliation and gentle brightening products containing natural ingredients like Vitamin C and licorice extract can help diminish this discoloration. (The good news is it generally disappears after the baby is born!)
- **Take your vitamins.** Studies indicate that the recommended daily allowance of key vitamins like B6, B12, D and E will help fight disease. A single multivitamin provides most people with the vitamins and minerals they need. Many doctors also recommend calcium supplements to maintain bone density loss in the years to come.
- **Lift weights.** In addition to calcium, weight-bearing exercise builds muscle mass, which in turn supports the skeletal system. If you haven't already added weight training to your fitness program, now is the time to begin.
- **Must-Have's.** YOUTH XTEND Enriching Eye Cream, YOUTH XTEND Concentrated Serum, YOUTH XTEND Enriching Cream, Intensive Skincare Peel.

## YOUR 40'S

Deeper wrinkles and less elasticity and firmness are the most common conditions of skin in this decade. They're caused by two main things—years of UV exposure and a declining amount of estrogen. Together, these factors erode the skin's underlying support structure and inhibit its ability to retain moisture.

### Tips

- **Accelerate your skin care.** Look for cleansers and toners with more moisturizing capabilities; rich crèmes that soothe and protect. Increase the frequency of your exfoliation treatments to compensate for slower cell renewal.
- **Zero in.** The skin around your eyes is thinner, so lines will be more evident here. Target this area with special formulas created specifically for your needs, from discolouration to puffiness to fine lines.
- **Adjust your makeup.** As time goes on, less is more. If you're in a makeup rut, take time to reassess your colours and formulas. Many modern cosmetics gently treat as they tint, which makes them perfect for this stage of life.
- **Watch your weight.** Studies have proven that extra weight steals years from a woman's lifespan. Maintain a healthy weight and you'll decrease the risk of a variety of diseases, including diabetes and hypertension.
- **Must-Have's.** YOUTH XTEND Enriching Eye Cream, YOUTH XTEND Concentrated Serum, YOUTH XTEND Enriching Cream, Intensive Skincare 14 Night Restore Program, Creme L/X, Creme L/X Eye

## YOUR 50'S AND BEYOND

With today's healthy lifestyles and longer life expectancies, at 50 you're just getting started! As far as your skin is concerned, you can expect several changes. At this stage of your life, underlying cells begin to flatten, causing it to become thinner. Lower levels of collagen and elastin combined with changes in how they interact with the lower layers of your skin can cause sagging. And many women in their 50s and beyond begin to experience increasingly drier skin.

### Tips

- **Lighten up.** Often dark spots become prominent as a result of the hormonal shifts of menopause and/or sun damage. Regular treatments with lightening products will diminish these areas and produce clear, even skin.

- **Sleep on it.** Nighttime is the right time for products that combat wrinkles and loss of tone and moisture. As you sleep, your skin works diligently to renew itself. A good night crème supports skin's after-dark efforts. So after cleansing and toning each evening, apply a rich formula designed for your specific needs.
- **Hair removal.** Another post-menopausal side effect for some women is increased facial hair. Fortunately, there are many safe and effective solutions, both permanent (electrolysis and laser treatments) and temporary (tweezing, waxing, depilatories and bleaches), so removal or camouflage can be simple.
- **Challenge yourself.** Stay out of emotional ruts by remaining open to new experiences, ideas and activities. Whatever it is that you've always wanted to try...why not do it now? An attitude of curiosity and wonder will nourish your spirit and keep you young no matter what the calendar says!
- **Must-Have's.** Intensive Anti-Wrinkle Firming Serum, Creme L/X, and Creme L/X Eye.