TIPS FROM THE CHEMIST

How to Minimize Fine Lines & Wrinkles

Aging is an inevitable part of life and no matter how much we care for our skin, the telltale signs will eventually catch up with us! However, this does not necessarily mean we can't fight back and age gracefully.

What is a wrinkle?

Wrinkles are permanent folds or creases in the skin that are generally caused by aging, stress, and dry skin. Certain parts of the face are especially sensitive and wrinkles are easily formed in those areas. They include the skin around yours eyes, forehead, mouth and your nose.

What causes wrinkles?

Face wrinkles are caused by a variety of reasons. **Intrinsic factors (20%)**, such as age, gender, genetic disposition and race, as well as e**xtrinsic factors (80%)**, such as UV light, nutrition, smoking and alcohol abuse all contribute to the formation of wrinkles.

Aging is the primary cause of wrinkling in most people. As you age, the ability of your skin to regenerate itself begins to deteriorate, and skin no longer springs back into shape when stretched. Facial movements such as smiling or squinting stretch the skin, causing sags and folds to form, ultimately causing wrinkles.

Among the most common factors that lead to the premature formation of wrinkles are exposure to the sun and smoking.

The ultraviolet rays of the sun actually destroy the fibrous protein of the skin known as collagen and elastin. When these proteins are damaged through constant exposure to the sun, the skin loses its natural suppleness and elasticity, giving rise to the formation of wrinkles.

Smoking reduces the amount of oxygen available for the circulatory system which then contributes to skin wrinkling. Smokers also tend to have excessive crow's feet (from squinting to avoid getting smoke in the eyes) and vertical lines around the mouth (from puffing on a cigarette).

As skin ages, it loses both collagen and elastin fibres, causing skin to thin, which consequently decreases its ability to retain moisture. In addition, the fat in the subcutaneous layer that gives skin a plump appearance begins to disappear. Overall, this causes skin to begin sagging and forming wrinkles.

Tips to minimizing fine lines and wrinkles

- Protect your skin from the sun. Wear sunscreen daily to help delay the formation of wrinkles. Sunscreens also help shield your skin from the harmful effects of the sun that can cause skin cancer.
- Don't smoke. Period.
- Use an appropriate moisturizer. Applying a good moisturizer locks in moisture and can temporarily improve the appearance of wrinkles. In addition, wrinkles are more likely to form if skin is dry or dehydrated. The addition of vitamins, especially Vitamin A, and anti-

oxidants, can maximize the benefits of a good moisturizer. Use a moisturizer with an SPF as an added bonus!

- Exfoliate. Slough off dead skin cells, increase cellular turnover and circulation for a smoother, more youthful-looking complexion. Glycolic and lactic acid act as chemical peels, while scrubs can be used as mechanical peels to effectively exfoliate skin. More aggressive peels can be performed at your local spas by a skin care professional.
- Treat your skin gently. Use warm water rather than hot water when washing, use gentle motions when cleansing and applying products, use soft cotton to pat face dry, etc.
- Facial expressions. Consider modifying some of your facial expressions to avoid having creases and lines in places where they are not welcome. Try reading glasses to minimize squinting!
- Drink plenty of water. Keeping hydrated is essential for your skin and overall well-being.
- Sleep on your back. If you prefer sleeping on your side with your face pressed on your pillow, consider sleeping on your back which can greatly reduce the formation of facial lines and creases.
- Eat healthy and nutritious foods for optimal skin health. In particular, fish such as salmon provides a good source of protein (a building block for healthy skin) and omega-3, a fatty acid that helps nourish skin to keep it plump and youthful.

THE DIAMOND FIX

Experience the "bling" of diamonds and the science of B. Kamins, Chemist to help reverse the visible signs of aging and minimize the appearance of fine lines and wrinkles.

Diamond Radiance Deep Wrinkle Concentrate - a powerful wrinkle-fighting serum which dramatically lifts, plumps and tightens seep set creases around the eyes, mouth and forehead.

Diamond Radiance Cellular Matrix Fortifier – a multi-action day cream that target the skin's extracellular matrix to provide firmness, elasticity and fullness for your most youthful-looking complexion.