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*Dab
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Your new skincare regimen that's:



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WHAT BEST DESCRIBES YOUR SKINCARE
ROUTINE? EXPENSIVE? INEFFECTIVE?
SOAP - SAME FOR FACE AND BUM?



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Don't laugh... people do use the same products from head to toe. Mostly men. Either way, it's time to sort your skincare out. Why do you need a regimen? Because your skin is a reflection of your overall wellness, and to help you achieve a clear, glowing complexion you need to use the correct products in the correct order, at – yep – the correct times. In a study in *Dermatologic Therapy*, normal and sensitive skin types saw significant improvements in skin health and quality after commencing mild cleansing, moisturising and sun protection, after only four weeks. Bathroom cupboard an orgy of “miracle creams” – and breeding? Read on for a simple skincare plan designed for the 30-something woman by dermatologists. They've even told you where to save cash along the way.



Sinking feeling



Dermatologists are unanimous – when it comes to cleanser, save your cash. “You don’t have to spend a lot of money on cleansers due to their short contact nature,” says dermatologist Dr Adrian Lim from uRepublic Cosmetic Dermatology and Veins. Essentially, cleanser isn’t on

your skin long enough to warrant splurging on fancy ingredients – it’s literally money down the drain. A gentle, non-irritating cleanser from the chemist will do the job to remove dirt, excess oil and make-up for the majority of women. “As long as it’s not irritating your skin or stripping your face of natural oils you don’t have to spend a lot of money,” says WH beauty expert Dr Elizabeth Dawes-Higgs.

How much to use: 10-cent piece sized amount.

When to use it: as the first step in your regimen, both morning and night.

Try: Simple Kind To Skin Moisturising Facial Wash, \$9.99; Cetaphil Gentle Skin Cleanser, \$10.25; QV Face Gentle Cleanser, \$12.49; Aveeno Positively Radiant Cleanser, \$13.99; Garnier Gentle Cleansing Milk, \$10.75; Sukin Sensitive Cleansing Gel, \$9.95

cleanser

serum



Get regimented...

Using your skincare products consistently decreases your risk of allergy and increases your chance of beneficial results. "You're exposing the skin to less potentially irritating chemicals, and allowing active products time to produce results - this can take up to two or three months," says Dr Dawes-Higgs.

That money you saved on cleanser? Use it here. "You have to spend more money on serum because the formulation is a little trickier," says Dr Dawes-Higgs. "The better the product, the better the ingredients," says dermatologist Dr David Bank. The secret to spending wisely is to choose a serum containing ingredients that achieve the best results for your skin. Vitamin B3 - or niacinamide on

ingredient lists - is a good place to start if you don't have specific skin concerns. "It's low irritation, well tolerated and great for pigmentation, yellowness and skin texture," says Dr Dawes-Higgs. If you want to target pigmentation, look for a serum containing vitamin C: "It lightens and brightens the complexion," says Dr Lim. For the parched among you, look for a high

concentration of hyaluronic acid: it's a super hydrator - like injectable hyaluronic fillers it attracts water molecules to plump up skin, says Dr Lim. For anti-ageing, it's all about vitamin A. "Vitamin A works on blocked pores, congested skin and aids pigmented and ageing skin," he says.

How much to use: pea sized amount.
When to use it: after cleansing morning or night.

If you're using two serums, use the product containing vitamin A at night. More on this later.

Try: Elizabeth Arden Visible Difference Optimizing Serum, \$89; Estée Lauder Re-Nutriv Radiant White Age Renewal Serum, \$280; A.S.A.P Super B Complex, \$89; Chanel Hydra Beauty Serum, \$124; Elucel Anti-Ageing Serum, \$54.95; Kerstin Florian Correcting Hyaluronic Serum, \$169

Body moisturiser

Yes, your poor neglected body should be part of your skin care regimen too. There's no point walking around with a face like Cate Blanchett and the body of a dehydrated Keith Richards. Air-conditioning and showering strip your skin of moisture, causing dryness and cracking and leaving your skin open to potential infection. Fortunately you don't need to spend a lot on this least exciting of skincare products. Just chuck it in

the trolley. "A big pump pack from the supermarket delivers the dose of hydration you need to restore your skin barrier function," says Dr Dawes-Higgs.

How much to use: two to three squirts

When to use it: twice a day, both morning and night

Try: Nivea Pure & Natural Body Lotion, \$7.99; Vaseline Total Moisture Dry Skin Nourishing Lotion, \$7.89; Palmer's Cocoa Butter Formula with Vitamin E, \$9.99



Anti-ageing night product

work it in. At night, cleanse your face, then use a serum containing vitamin A, followed by a rich moisturiser to combat any dryness that may result from the anti-ageing ingredients, says Dr Bank. Alternatively, multitask and apply a night moisturiser containing vitamin A. You can buy it over the counter and it won't be as irritating as a prescription anti-ageing product, says Dr Dawes-

Higgs. A word on retinol - use it every second night and build up to daily use to avoid irritation. Also pregnant and breastfeeding women - no retinol for you. **How much to use:** Two pea-sized amounts **When to use it:** after cleansing at night **Try:** Alpha-H Age Delay Intensive Anti-Wrinkle Night Cream, \$69.95; Dermalogica Multivitamin Power Serum, \$85; Neutrogena Ageless Intensives Anti-Wrinkle Deep Wrinkle Night, \$29.99; Ultracuticals Ultra A Skin Perfecting Serum Mild, \$98; Neostrata Renewal Cream, \$54; Perricone MD High Potency Evening Facial Repair, \$148

All three derms agreed the 30-something woman needs to use vitamin A at night. "Ingredients in the vitamin A family, like retinol, will stimulate and build new collagen, as well as repair sun damage," says Dr Bank. There's a couple of ways you can



Daytime moisturiser containing SPF 30+

A daytime moisturiser rich in antioxidants like green or white tea, pomegranate or vitamin C will protect your skin against free radicals. Creams with glycerine and hyaluronic acid will plump the skin and minimise fine lines and wrinkles, says Dr Bank. If you can find a moisturiser you like that contains UVA/UVB protection of at least 30+ - multitask

away! If you can't find one that works for your skin type and contains SPF, then use your moisturiser and then apply a facial SPF of at least 30+ on top, says Dr Dawes-Higgs. **How much to use:** a pea-sized amount **When to use it:** in the morning after your serum, (before SPF if you are using two separate products) **Try:** Pevonia Hydrating Sunscreen SPF 30, \$84; Kosmea Moisturising Lotion SPF

30+, \$44.95; Dr LeWinn's Facial Moisturising Lotion SPF 30+, \$49.95; True Solutions All Day Moisture SPF 30+, \$60; SunSense Moisturising Face SPF 50+, \$12.95; Clinique Super City Block SPF 30+, \$36



Sports sunscreen

It's important, but only on days outside. "You don't need a water resistant sunscreen in the office, but on weekends and holidays you need protection that's thicker, stronger and will hang on to your skin, surviving water and sweat," says Dr Dawes-Higgs. **How much to use:** a five-cent piece sized amount for your face, and enough to cover your body. **When to use it:** weekends, holidays and any day you're going to spend exercising or swimming outdoors. **Try:** Ella Bache Great 30+ Facesaver, \$39; UV Triplegard Everyday Sports SPF 30+, \$10.50; Invisible Zinc Face + Body Sunscreen SPF 30+, \$19.95 **wh**

