

Perfect SKIN

DR UZMA OLBRICH, DIRECTOR OF QUEENSWAY SKIN CLINIC, CUTS THROUGH THE HYPE TO DEBUNK SKIN CARE MYTHS AND DELIVER SOME EXPERT TIPS FOR TRULY RADIANT SKIN

Following multiple conversations with my friends and clients about skin care it has become apparent the number of myths and blatant untruths present in the beauty industry.

Each year billions of pounds is invested worldwide in this lucrative business. Over the last few decades we have seen a tsunami of new skin care products flood the market with new claims, splashy advertising, celebrity endorsements, promises of a new 'advance' or 'technology' or 'significant improvement'. It's no wonder ladies we are so confused and easily misled. So here goes, we are going to do some myth busting!

MYTH 1: One miracle 'all singing all dancing' elixir is all ageing skin needs.

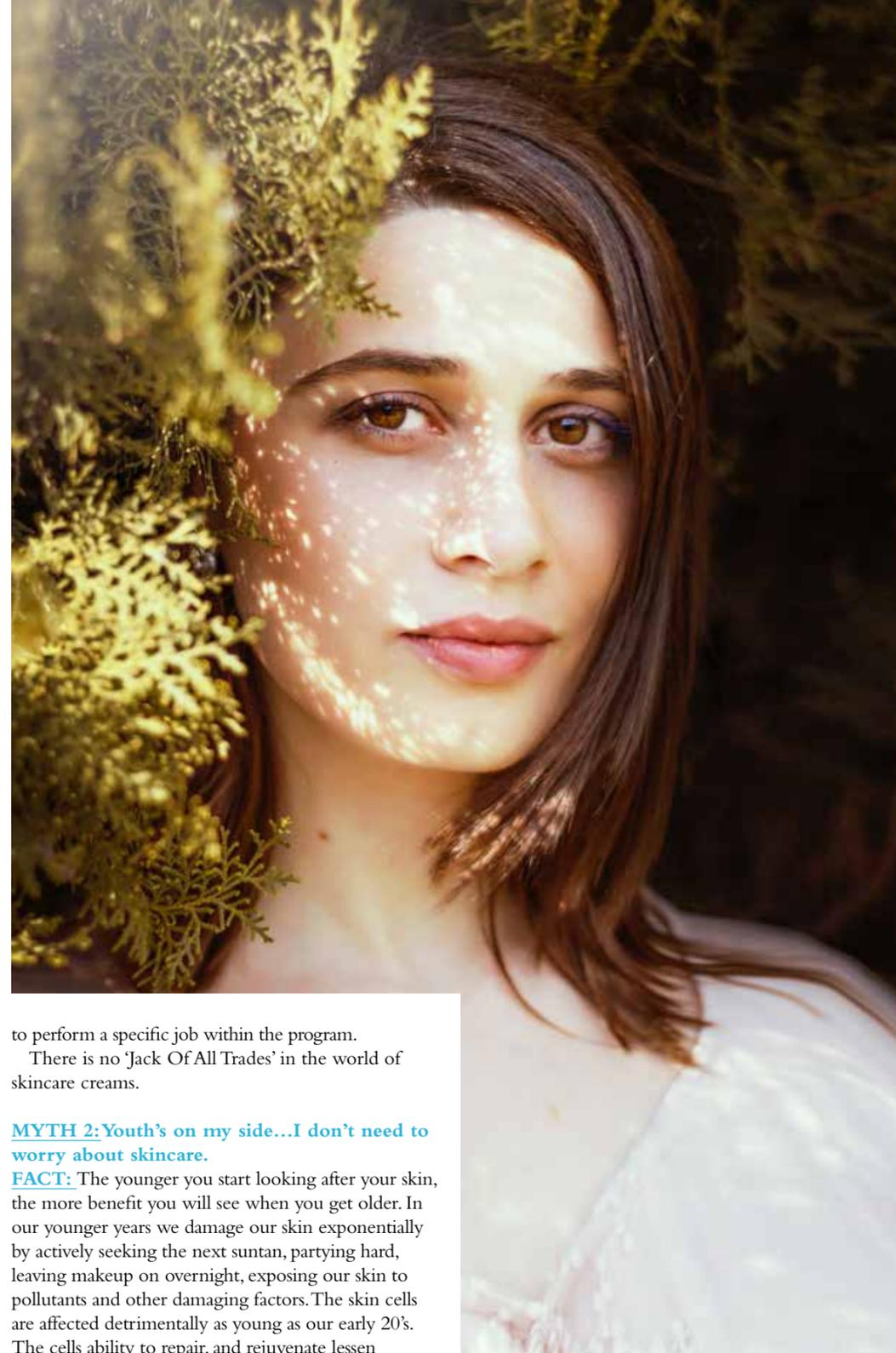
FACT: Many cosmetic companies want you to believe that one miracle cream can do it all. Hydrate, plump, reverse time, reduce wrinkles, make you glow, protect from sun, make you 10 years younger etc etc.

We have all gone out and bought that very expensive cream, from that very expensive counter, in that very expensive department store! We've also after a few weeks thought...that's done nothing!

The truth is that giving your skin what it needs to look younger, healthier and rejuvenated is far more complex than any one magic cream can accomplish, no matter how special or expensive it happens to be.

Skin is the body's largest organ and it responds well to topical creams and agents. However to make significant changes you need an array of products working together to achieve that radiant, healthy, rejuvenated skin we all desire.

When we talk about 'A Skincare Regime' or 'A Skincare System', we are talking about a series of products that have been developed together, they are used in a certain sequence, and each product is designed



to perform a specific job within the program.

There is no 'Jack Of All Trades' in the world of skincare creams.

MYTH 2: Youth's on my side...I don't need to worry about skincare.

FACT: The younger you start looking after your skin, the more benefit you will see when you get older. In our younger years we damage our skin exponentially by actively seeking the next suntan, partying hard, leaving makeup on overnight, exposing our skin to pollutants and other damaging factors. The skin cells are affected detrimentally as young as our early 20's. The cells ability to repair, and rejuvenate lessen resulting in a more rapid ageing process.

Shock! Horror! We get deeper lines and uneven pigmentation by the time we hit our 40's.

A preventative skin care regime from an early age is important for not only protection against sun and free radical damage, but also to allow skin cells to work to the absolute maximum of their ability. Skin cells that work well, produce collagen, elastin and hydration...The ambrosia for youthful, radiant, smoother skin later in life.

MYTH 3: Everybody needs moisturiser... right?

FACT: Wrong! Wrong! Wrong! If you have dry skin, then yes moisturiser is important. However the majority of us do not have clinically dry skin (over 80%). When you apply a moisturiser to hydrate and plump the skin, the skin cells in the top layer of the skin send a message to the cells lower down, saying slow down, we're fat and happy up here, we don't need you to produce hydration, or collagen or all the good things to keep skin plump and well hydrated. The cells lower down slow down, and become lazy and dormant. The skin becomes drier, thinner, and less elastic, and begins to lose its ability to function as a natural and protective barrier. Sensitivity, redness, irritation, wrinkling, and accelerated ageing all ensue.

Kick the moisturiser habit if you're one of the 80% with naturally oily skin.

MYTH 4: You should use the same skincare products for day and night.

FACT: 'During the day, your skin is in 'protect' mode, and you should help it on its way with products that offer defence from free radical damage and sunlight. Antioxidants and SPF 30+ sunscreen is an absolute must.

At night, your skin is no longer defending itself from pollution or light, and is in a state of rest and repair.

Night-time products tend to harness this and be more regenerative in nature. They contain restorative ingredients such as peptides and vitamins. Skin that has had Retinol applied (the greatest regenerative ingredient) should not be exposed directly to sunlight, so in the main it is applied only at night.

MYTH 5: You don't have to wear sunscreen on cloudy days.

FACT: Sunscreen is something you must apply both indoors and outdoors every single day, whether the sky is clear or cloudy. Harmful UVA & UVB rays from the sun can penetrate the clouds and harm your skin if you are not wearing a layer of protection.

Researchers have found that these UV rays can also cut through glass windows, potentially exposing

you while inside or traveling in a car. We suggest you always wear a broad-spectrum sunscreen with a SPF 30 or above.

The main cause of ageing skin is predominantly sun exposure, followed by smoking and pollution. Over time, such exposure breaks down collagen fibers that keep the skin looking youthful and plump. Get protecting or live to regret it!

MYTH 6: It's fine to get a chemical peel at a spa, beauty salon or at home.

FACT: Your risk of complication rises significantly in the hands of a non medical professional. A medium or deep chemical peel should only be done after a thorough consultation with an appropriately trained medical professional. Chemical peels work by stripping away layers of skin. Medical professionals are more likely to:

- Have an in-depth understanding of the correct chemical peel for your skin type (Not all peels are the same).
 - Have an in-depth understanding of how to get your skin ready prior to a peel with an appropriate skincare program. Poorly prepared skin can lead to complications.
 - Identify and explain any medical risk factors you may have
 - Use only chemical peel solutions that are certifiably safe and effective when applied properly
 - Maintain good quality control (chemical peel solutions can get stronger or weaker over time if stored incorrectly or past their expiration date)
- Peels are a great tool and can make a huge impact on achieving glowing, smooth-textured, even-toned skin. They just need to be used with respect.



Kick the moisturiser habit if you're one of the 80% with naturally oily skin.

If you are going to spend money on skincare or facial treatments, spend it wisely. Make informed decisions and invest in products that really do work. Discriminate! Discriminate! Because you really are worth it!

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