

Ward off those wrinkles these winters:
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As they say age brings wisdom and bliss. But this wisdom never comes without some unwanted wrinkles, fine lines and signs of ageing. If you have lived over four decades, you have certainly gone through some ravages of time and environment. Once you hit your 40s, you can no longer bank on your youthful beauty. In absolute terms, however, beauty is not a variant of age. You might be a little less radiant and a little less smooth than you were ten years back, but beautiful you can still be.

of dryness and loss of moisture. Cracked lips, chapped lips and dry skin is a major problem. Every time you wash your hands or face, you feel extreme dryness. All these characteristics increase as we age. At 25 you might be able to carry on a day without a moisturizer but at 40 you certainly cannot.

Hence while basic skincare requirements in the winter season remain largely the same, revolving most of the time around the need for moisturizing, for people in their 40s they are a little more pronounced and need to be combined with some

turizers the need for cleansing is all the more. It is very important to keep your skin hydrated. However, if you have oily skin, you better use water based moisturizer rather than cream based. Equally important is wearing a Sunblock with 30 SPF at least. It is a misconception that you do not need to wear a sunblock under a winter sun. Moreover the sunblock has to be reapplied every 3-4 hours as it loses its impact in this time. Sunblock also protects against pigmentation, a phenomenon which is very common in older skin. Night creams and applications are quite important for people in this age bracket as they help the skin remain firmer and toned.

The needs for the neck, hands and heels? Normally we all take care of our faces, but seldom do we pay similar attention to the neck and hands. Unsurprisingly, these areas become the biggest giveaways of your age. In winters, the skin



skin ages and why its need for hydration increases with age. Hyaluronic acid is an important component of the skin and helps keep the levels of hydration in the dermis as being a hydrophilic substance it binds water. However, with age, our skin's natural reserves of hyaluronic acid diminish and hence the skin starts appearing dull and