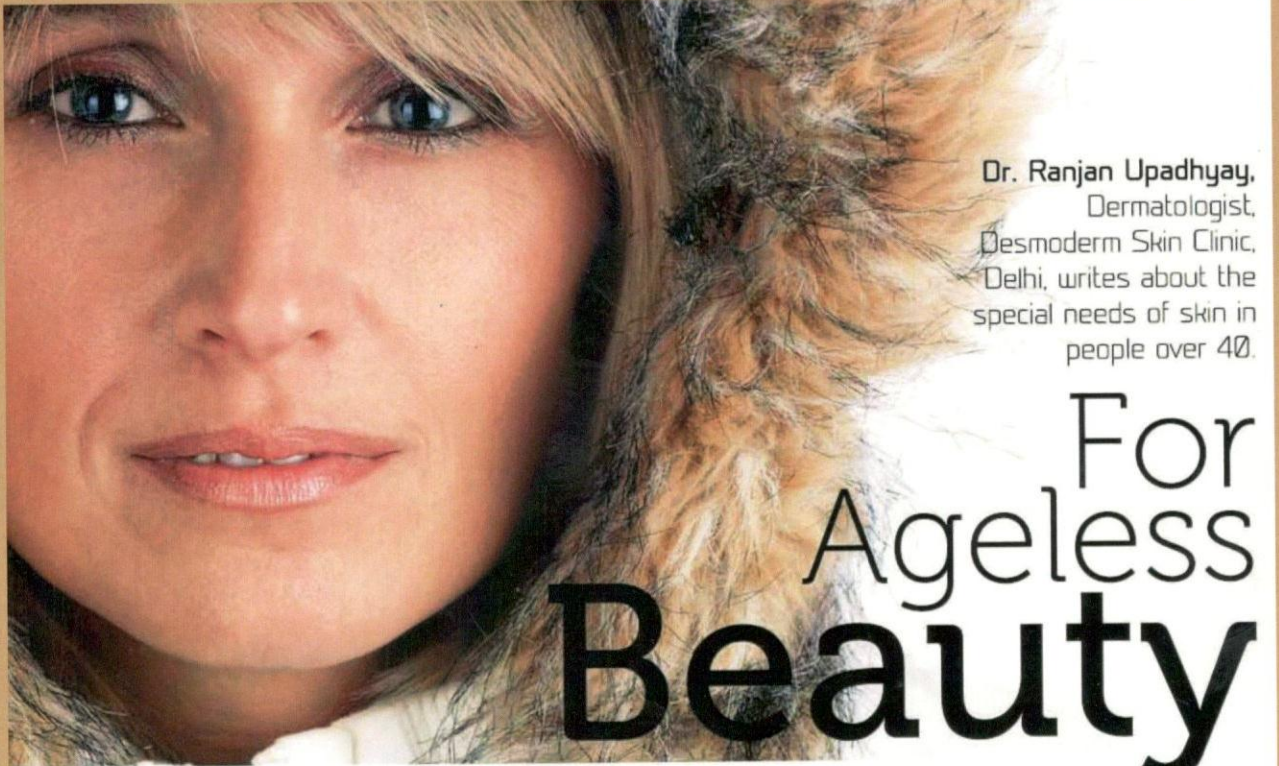


For ageless beauty: High on Passion, March, 2014



Dr. Ranjan Upadhyay,  
Dermatologist,  
Desmodern Skin Clinic,  
Delhi, writes about the  
special needs of skin in  
people over 40.

# For Ageless Beauty

They say age brings... As we age, so does our... the years including genetic... requirements in the winter

**Let's have a look at  
the required skincare  
practices:**

**Cleansing, toning,  
moisturizing and  
sunblock:**

These are certain basic skincare elements that need to be a part of your daily lives, no matter what your age is. Cleansing and toning help you protect your skin against the daily ravages of pollution and dust. They help keep your pores clean. In winters especially when you wear thick moisturizers the need for cleansing is all the more important.

areas become the biggest giveaways of your age. In winters, the skin in these areas is dry, flaky and scaly. Make sure your daily skincare regime is extended beyond your face to include your neck and hands. This includes cleaning, toning, moisturising and sunscreen. Every time you wash your hands, make sure you apply a moisturizer. If you are washing clothes, make sure you wear gloves so as not to expose your hands to the ravages of the detergent and water. Cracked heels are another area that becomes problematic in this season, particularly in winters.

and procedures are based on scientific knowledge. Through extensive research, experts today know the reasons why 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 is capable of binding water. However,

