

# 4 ANTI-AGEING MYTHS BUSTED

Still searching for the elixir of youth? Don't fall for the fibs while shopping around

BY SHANNON LAWLOR

**T**he worst thing about skin ageing is how it creeps up on you. From around our mid-20s, the rate at which your skin produces collagen, hyaluronic acid and elastin starts to decline. By the time you hit your 40s, you start to see the slowing down of skin functions and years of sun damage, from fine lines and wrinkles to pigmentation. And it seems

the issue has only intensified as a result of lockdown, with more than 55% of women feeling like their skin has aged by up to five years during the pandemic.\* With the global anti-ageing market currently estimated to be worth £42billion, are we wasting our money?

Here's how to make sure you're splashing the cash on skincare that actually works.

## MYTH COLLAGEN CREAMS WILL REVERSE THE SIGNS OF AGEING

Collagen is a protein found in the body and acts as one of the main building blocks for the skin. As we age, our body's natural collagen production starts to diminish (made worse by sun damage and pollution), causing wrinkles to form. But it's not as simple as applying collagen on to skin to top up levels. "Collagen is a really large molecule that is hard to absorb. Topical products only sit on the surface of the skin, and won't make up for the loss," says Dija Ayodele, skin health expert and founder of West

Room Aesthetics.

### SOLUTION

Experts recommend using peptide serums. "They have smaller molecules that actually stimulate cells to produce more collagen," advises aesthetic doctor and founder of ClinicBe Dr Barbara Kubicka.

### Origins Plantcription Multi-Powered Youth

**Serum, £42**, contains six different peptides to boost collagen production, while

### No7 Laboratories Line Correcting Booster Serum, £38

can be applied directly to wrinkles for super-charged results.

## MYTH MAKE-UP THAT HAS SPF IS SUFFICIENT UV PROTECTION

You'd think slathering on a foundation or tinted moisturiser containing SPF30 would be enough to protect skin from ageing UV rays, but it's nothing more than a false sense of security. "The quantity of SPF you need to wear to ensure full protection is just not achievable when it's within make-up products. You would have to pile it on," says Dija.

### SOLUTION

There are plenty of lightweight, non-irritating SPF products for your face that sit well

underneath make-up and provide adequate protection. Slather on a layer of SPF30 or higher all over the face (including ears, neck and upper lip) and apply your normal make-up over the top.

**La Roche-Posay**

**Anthelios Age Correct SPF50+ cream, £25.**

not only has a second-skin finish, but also fights hyper-pigmentation and improves skin elasticity while it works. If your skin is prone to dryness and sensitivity, **Garnier Ambre**

**Solaire Super UV Anti-Dryness Protection Cream SPF50+, £3**

is ultra-lightweight and leaves no irritating, greasy residue.

**MYTH GOOD PRODUCTS REDUCE WRINKLES IN FOUR WEEKS**

Some skincare brands give us unrealistic expectations by telling us that results will start to show in around four weeks, but the journey to youthful skin is likely to take longer. "You are definitely not going to see optimal results from a product in four weeks. I always say expect at least 12 weeks to see the effects of any active ingredient, and then six months for

significant results," says Dr Justine Hextall, FRCP consultant dermatologist.

**SOLUTION**

It turns out that the most effective products are often the ones that take the longest to work. Antioxidants, for example, protect the skin from further signs of ageing. "Using antioxidants such as vitamin C, resveratrol and grape extract should be a priority. You probably won't see what they do for your skin until you stop using them, because you will have staved off some ageing," explains Dija. We love **Beauty Pie Japanfusion Genius Lift Elixir, £8.35 for members**. The formula contains skin-loving vitamin C and grape extract and provides dewy hydration.

**MYTH WE SHOULD ALL BE USING RETINOL**

Retinol speeds up your skin's natural cell turnover. Within a few months of use, you can expect to notice more youthful skin. However, retinol comes with side effects, such as redness, irritation and increased sensitivity to the sun. "I don't think everyone needs to be using retinol. I advise against strong retinols if someone spends a lot of time outdoors or is unable to use SPF," says cosmetic surgeon and co-founder of Define clinic Dr Benji Dhillon.

**SOLUTION** Experts don't usually recommend

over-the-counter retinol products for people under 30. "For those older, I recommend twice a week at first, as this may be the maximum amount tolerated by sensitive skin. It's important to balance application with a skin regime that will soothe and hydrate," says Dr Hextall. Try **Clinique Smart Night Clinical MD Multi-Dimensional Repair Treatment Retinol, £56**, for fine lines and wrinkles.

Then use a nourishing moisturiser like **ELF Holy Hydration! Face Cream, £14**, which contains hyaluronic acid, squalane and peptides to restore the skin's natural barrier. **F**

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