

From the OUTSIDE IN

The damaging effect of UV on skin has been well documented, but when it comes to the visible signs of aging it's becoming apparent that other factors are at play, says **Brenda McCormick**.

Our environment, both where we live and how we live, greatly affects skin health. UV has been the bad guy for many years, being responsible for up to 90 per cent of visible skin aging, and most skincare experts advise the use of daily broad spectrum SPF.

However two new foes are taking centre stage of late in the battle to protect skin from the signs of ageing: pollution and stress. Yes, the world around us and even our own state of mind are trying to give us wrinkles.

According to the International Dermal Institute new research has confirmed that city living is indeed aging. Pollution produces the same type of free radicals as those in UV light and strips skin of squalane and Vitamin E, both of which are essential for protection.

A study by Johnson and Johnson, presented at the American Academy of Dermatology in 2011, looked at whether damage from UV radiation could be aggravated or accelerated by

other environmental factors. Researchers found that there were significant effects in relation to pollution exposure and UV damage which contribute to skin aging.

GETTING SENSITIVE

Obviously it's not exactly news that pollution is bad for us, but its effects on skin, both topically and at a deeper level are only really coming to light. Living in a polluted city can cause problems such as dryness, dullness, irritation and allergies, and once your skin becomes sensitised it's much more susceptible to all that irritation. The resulting inflammation and free radical skin cell damage contributes greatly to the aging process.

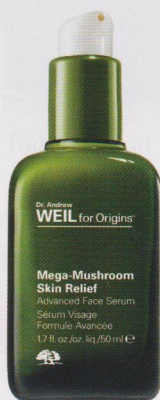
"All over the world we are concerned about stress, pollution and everything that is damaging our overall health and wellbeing," explains Loretta Miraglia Corporate Senior Vice President, Global Brand Product

The New Heroes

The technologies used across brands may be very different, but the aim is the same: to make the most of skin's own processes and to tackle aging skin concerns as a whole. It's not about addressing one problem anymore, it's about working on everything from fine lines to dullness to age spots, with the awareness that our environment and own state of mind are factors in our skin's future.

ORCHIDÉE IMPÉRIALE LONGEVITY CONCENTRE

(€440) BY GUERLAIN This potent new serum from Guerlain contains the brand's acclaimed Gold Orchid technology and the targeted antioxidant power of a seleno-activator to bring energy back to tired-out skin cells. It helps to kickstart skin's regeneration functions to visibly combat the signs of aging.



MEGA-MUSHROOM SKIN RELIEF ADVANCED FACE SERUM

(€64) BY ORIGINS Origins and Dr Andrew Weil have developed a new formula for The Mega Mushroom Skin Relief collection. Designed to target irritation and boost cellular energy, the line features sea buckthorn berry (which shields skin from internal and external aggressors) and a trio of mushrooms to calm and protect skin.



LE LIFT SERUM

(€118) BY CHANEL Last year Chanel launched its intriguing Le Lift creams, based on years of research into epigenetics. This new serum (and accompanying eye cream) also contain 3.5-DA, the exclusive active ingredient taken from the edulis plant. It is packed with antioxidant and anti-free radical properties and helps to boost the production of youth proteins in the skin.



REVITALISE & GLOW SERUM

(€62) BY AURELIA The Repair Complex in products by bio-organic skincare brand Aurelia was designed to support the skin's own repair mechanisms and helps to control the level of inflammation within the skin. The serum also contains bio-organic plant and flower essences, which are full of probiotics, peptides and antioxidants.



THE INTENSIVE REVITALIZING MASK

(€135) BY CRÈME DE LA MER The purifying ferment in this new mask contains glacial kelp, which can adapt to the stress of extreme temperatures in its native environment, as well as lime tea concentrate and other antioxidants. In-vitro studies demonstrated its ability to reduce ozone-induced oxidation and protect skin against visible damaging effects of ozone pollution.



ULTIMUNE POWER INFUSING CONCENTRATE

(FROM €85) BY SHISEIDO A new step to include in your skincare regime, Shiseido's latest offering taps into skin's natural defence processes. The technology was born of research into the complex link between Langerhans cells and the condition of the skin and it works to protect, regenerate, strengthen and calm.

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