

The truth about lack of firmness

From debunking common myths to understanding causes and effective skincare ingredients.

Section: Focus area stories

What is lack of firmness?

One of the natural results of getting older is a loss of firmness. As skin becomes less elastic, we can start to notice drooping features, jowls and lines. As always, you have options - a little bit of skin savviness goes a long way.

What causes lack of firmness?

“It’s just an age thing”

There’s more to this one

While you might think it’s just the years (and gravity) pulling skin down, lots of things can make things worse. Enter the usual suspects sun, genetics, 18-hour Netflix sessions... Prioritise sun protection and seek out products with antioxidants like Vitamin C.

“Only the face falls”

It happens all over the body

Areas like the neck, arms, abdomen and thighs are prone to loss of firmness and targeted skincare or procedures can help, as can exercise and good nutrition. Look for firming and hydrating products for the neck, chest and arms.

“Sagging means it’s too late”

You have options

While facelifts and neck lifts are highly effective, they’re not your only way to get a tighter complexion. There’s lots of research that shows the effectiveness of good firming face creams and serums that can give you a glow from the comfort of home.

The ingredients you need for firmer skin

Retinol

Retinol stimulates collagen and promotes cell turnover, which improves skin texture and firmness. It also helps reduce the appearance of fine lines and wrinkles. Incorporate retinol into your evening routine, starting low and increasing as skin builds tolerance.

Hyaluronic acid

Hyaluronic acid is a power plumper that boosts hydration and elasticity by acting as a moisture magnet. Deeper in the skin, it acts like a reservoir that supports collagen and elastin.