

The truth about fine lines and wrinkles

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

Section: Focus area stories

What are fine lines?

We call early wrinkles fine lines. Lines on the face are completely natural as we age, so embrace your 'story' lines as signs of a life well lived...

What are wrinkles?

Wrinkles are deeper, more noticeable lines that occur with age. They can be dynamic (appearing with facial expressions) or static (visible all the time).

What causes fine lines and wrinkles?

“Sunscreen is just for sunshine”

You should wear sunscreen indoors

Some of the UVA rays that causes wrinkles and sunspots can pass through glass and clouds. So SPF-up whatever your plans and whatever your weather app says. SPF30 is the magic number.

“It’s all in your genes”

You can’t always blame your parents

How we age is determined by both intrinsic and extrinsic factors. While some people may be more wrinkle resistant by birth, external things like UV light and pollution have a big influence too. As always, good skincare can level the playing field.

“Ageing starts when wrinkles start”

It starts sooner

Most people don't think about ageing until they start to see wrinkles. Dermatologists agree that more subtle changes in skin elasticity, fine lines, colour and texture may turn up as soon as your 20s. It's never too early to start skincare.

The ingredients you need for fine lines

Retinol

Retinol promotes cell renewal and diminishes the appearance of fine lines. Start with a low concentration and apply a pea-sized amount at night after cleansing and before moisturising.

Hyaluronic acid

Highly-hydrating hyaluronic acid holds up to 1,000 times its weight in water to keep skin plump. It's found naturally in the skin, but declines as we age. Look for it in serums and moisturisers.