

herworld

JULY 2013 \$6 SINGAPORE

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BRANDFINANCE
TOP 100 SINGAPORE BRANDS 2013

**SPEND-LESS
CHALLENGE!**

> **LIVE ON \$0
A WEEK**

> **SECRETS FROM
BUDGET BARBIE**

**+ WIN!
546
EDITORS'
PICKS**

Designer bags,
luxe skincare,
posh high teas
AND
FASHION BUYS
WORTH \$2K
FROM THE NEW
ROBINSONS JEM
ON PG 74

**DEBUNKED:
scary myths about
being the boss**

If your Martha Tilaar
card is missing,
please check with
your vendor.

**IS HE A
KEEPER OR
PLAYER?**

(HINT: JUST LOOK
AT HIS ROOM)

**S'PORE'S
MOST
CHI-CHI
PETS**

Pampered
with designer
hairstyles, gourmet
meals and
spa treats

**ROCK THE
TRICKY
TRENDS**

**OVERSIZED PANTS, MIDI
SKIRTS & PRINTED JACKETS
PLUS THE NEW
MONOTONE EYES**



THE RESULTS ARE IN!

How consumers responded to Eucerin Hyaluron-Filler Concentrate.

- 95%** say that it leaves skin visibly smoother
- 85%** think it enhanced the effect of their daily anti-ageing creams
- 83%** agree that it effectively minimises wrinkles



Ask the Doctor

Dr Wong Su Ni, president of the Dermatological Society of Singapore, dispenses anti-ageing insights.

What are some common misconceptions about anti-wrinkle treatments?

There's no one-size-fits-all solution. Fine wrinkles may improve with creams and lasers that stimulate collagen production, but dynamic wrinkles – which occur due to the repetitive contraction of facial muscles – such as frown lines and crow's feet are best treated with botulinum toxin.

Another myth is that collagen creams or pills can replace ageing collagen in the skin. Collagen is a protein that is too large to enter the skin through skin surface. When ingested, collagen is broken down into amino acids, which are then used by the body to generate the proteins that it requires – not necessarily collagen.

What are the properties of hyaluronic acid and saponin, and why are they vital to skin care?

Hyaluronic acid binds with water to boost skin hydration temporarily. With regular use of skincare with hyaluronic acid, fine wrinkles will be reduced.

Saponin is a general term that refers to a soapy material found in some plants; it turns foamy when mixed with water. Some saponins have anti-inflammatory properties while others increase collagen synthesis.

Besides using creams and fillers, how else can one reduce wrinkles?

Regular laser treatments can stimulate collagen production and reduce wrinkles. Non-ablative ones or regular chemical peels are effective for fine wrinkles, while deeper lines may require more aggressive ablative lasers or fractional ablative lasers.

IMPROVED EFFICACY

Studies show that the short-chain hyaluronic acid found in Eucerin Hyaluron-Filler Concentrate penetrates skin more effectively to stimulate cell growth (see Figure 1), while the glycine saponin in it boosts hyaluronic acid levels by more than 2.5 times (see Figure 2).

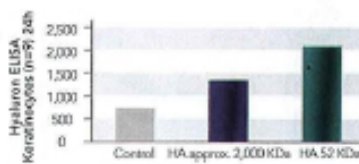


Figure 1: Low-molecular hyaluronic acid significantly stimulates epidermal synthesis of hyaluronic acid.

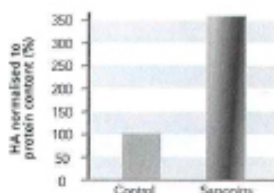


Figure 2: Glycine saponin increases dermal production of hyaluronic acid by 256%.



TRY IT FOR FREE

Get a free Hyaluron-Filler Concentrate sample! Simply present this coupon at the Eucerin counter at the following locations between 12pm and 8pm, from now till July 15, 2013. Only for the first 50 *Her World* readers.

- **Guardian** – Ion Orchard (#B4-02), Jurong Point (#B1-27/28), Nex (#B1-62/63)
- **Watsons** – Ngee Ann City (#B2-06-10), Toa Payoh HDB Hub (#01-510), Compass Point (#02-12)