

A Special Skincare Series Brought To You by

Eucerin[®]

MEDICAL SKIN SCIENCE THAT SHOWS

Age is just a number

Time is your skin's worst enemy. But diligence is a woman's best friend. With a targeted skin-saving regime and the discipline to follow it religiously, coupled with a positive mindset and a healthy lifestyle, you can definitely minimise the impact of ageing and look attractive at any age. And with age-defying skincare ingredients like the legendary hyaluronic acid, you've more reason than ever to be happy in your skin.

Ageing skin is a natural part of getting older. Intrinsic ageing refers to the natural ageing processes on the skin such as slowed collagen and elastin production, slowed exfoliation, decreased cellular regeneration, loss of underlying fat, and thinning and sagging skin. This normally starts in the 20's and becomes more visible over time.

The rate of intrinsic ageing depends on your genes that predetermine how your skin responds to the ageing process. However, you do have considerable control over extrinsic ageing.

Extrinsic ageing is predominantly caused by ultraviolet exposure over long periods of time. UV rays break down collagen and elastin. They also slow down the production of new collagen, which aids in skin repair and gives skin its strength.

Bad habits like smoking, alcohol consumption and a lack of sleep, as well as poor diets lacking in protective, antioxidant vitamins, will also speed up the ageing process.

The wonder ingredient

Hyaluronic acid first came into the limelight when ABC News featured a story entitled, "The Village of Long Life: Could Hyaluronic Acid Be an Anti-Aging Remedy?".

The focus was on the Japanese village of Yuzuri Hara, where the inhabitants usually live a long time and often have perfect skin into their 80's or even into their 90's.

Some studies suggest that the reason is mainly due to their local diet, which features a starchy vegetable that is particularly rich in hyaluronic acid.

Hyaluronic acid occurs naturally in the body. One of its key attributes is that it binds to water, which contributes significantly to the skin

The levels of hyaluronic acid in the body diminish with each passing year. This will have an adverse impact on the skin's ability to retain moisture, thus leading to wrinkles.

The more the merrier

Eucerin's latest improved Hyaluron-Filler range is formulated with two types of Hyaluronic Acid and saponin.

The low molecular Hyaluronic Acid with 50X smaller molecules penetrates deeper into the skin's epidermal layer to plump up the skin and smooth the appearance of wrinkles.

The high molecular Hyaluronic Acid smoothes fine wrinkles at the skin's surface. Clinical results have shown that wrinkle depths are reduced by 20% in just 4 weeks. This is equivalent to 3 years in biological aging.

Saponin is an extract from soy seedlings. It contains a high level of bioactive glucoside that effectively increases hyaluronic acid production. In a Eucerin research, Saponin demonstrated a 256% increase in the production of hyaluronic acid compared to untreated skin cells.

**Dr Wong Su-Ni**

Dermatologist
Mt Elizabeth
Medical Centre

ASK THE DOCTOR

Q What kind of lifestyle choices will delay the ageing process of our skin?

Don't take up smoking at all; eat a balanced diet rich in fresh fruits and vegetables for their antioxidant effect; reduce excessive sun exposure; don't deliberately tan yourself but use a sunscreen daily; and be happy and frown less.

Q At what age should we start on an age-defying skincare regime?

Avoiding excessive sun exposure starts from the cradle! (except for jaundiced babies who may need the sun exposure). I would recommend starting sunscreen use regularly in the teens, preferably one with antioxidants. Many people start a proper skincare regimen only when they start noticing the signs of ageing skin such as pigmentation or wrinkles in their late 20s or 30s, but prevention should really start before the signs become clinically obvious.

Q Which is more important in age-defying treatments – skincare or diet?

Skincare. Good creams can deliver a much higher concentration of antioxidants or vitamin C to the skin than the oral intake of vitamins or antioxidants. Good sun protection is another important aspect that cannot be achieved by diet.

Q Why is hyaluronic acid safe for the human body?

It is a naturally-occurring water-binding substance that plays an important role in the normal functioning of human skin, cartilage as well as the gel filling the eyeball. Furthermore, it is short-lived and broken down into harmless substance by enzymes in