

Emalene 
LOVE THE SKIN YOU'RE IN

Top #10

EMALENE'S

TIMELESS BEAUTY TIPS EVERY
WOMEN SHOULD KNOW

EMALENE GROVE

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Having spent 20 years in the aesthetic and beauty industry, I have spent a lifetime studying to achieve excellence in all these fields. My experience has led me from opening my first salon in 1995, which grew into the award-winning salon it is today, WPR Beauty Spa Cosmetic based in Billerica. My ventures have led me into salon consultancy, product distribution and brand development and working with large organization's such as Harrods, Urban Retreat, and the Thai Square Group.

I developed a passion for Aesthetics early on in my career with my first experiences in Permanent Cosmetics over 25 years ago. For several years I worked alongside Doctors and Surgeons, running a very successful injectable clinic from WPR, while assisting and providing a support network for patients.

My wealth of experience and knowledge led me to the development and launch of A.R.T Aesthetics, A Results-Driven Clinic where Beauty and Cosmetics work in Harmony.

My love of skin and passion for result driven treatments drew my focus to providing treatment services that worked and harnessed the body's natural healing process, to provide a curative and preventative approach.

I packaged Beauty and Cosmetics to work in harmony with each other to maximize results and provide long term solutions without the need for surgery. My bespoke treatment plans, using specialist pioneering techniques, literally stop time ticking!

Hi I Am Emalene

When clinics and salons had to shut due to Covid 19, we all thought it would be a quick temporary measure and soon things would go back to normal. The beauty industry has always been resilient in the past, why would this be any different?

Unfortunately, it has been very different! The effects on my business and others within my industry are widespread and it will have a long-term impact on the way businesses are run and how consumers can access services moving forward.

The future of the beauty industry as we have known it, will no longer exist! And to survive it must change. The biggest sadness for me when my Clinic had to shut was not seeing our customers. My salon not only provided treatments, it was a place where clients came to feel good, chatter, off load and form personal relationships. How could we continue to provide this? **The personal touch!**

Beauty should be fun; it is always great when you can sample a product.

When your Therapist provides you with a bespoke beauty regime, Just for you!

You want to keep up to date with the latest trends and advice and you know just the Therapist to answer your questions.

It is great when you can ask your Therapist about the latest beauty tip in the Daily Mail.

Or receive that snippet of information that confirms you are using the right product, because you love learning new stuff!

Over the last five years, beauty brands have invested heavily in ecommerce, but there is a huge lack of access to the advice and expertise customers should be getting to buy online easily and with confidence. In these current times it is now even more imperative that this service is provided. Customers should be able to access information freely with expert advice, which unfortunately is massively lacking. So how can it be made possible to cut through this complexity and provide the ease of use, convenience, and personalized experiences that customers so clearly need and want.”

That when Emalene’s Professional tips evolved!

An online platform to bring the professional therapist to your home. With access to your very own virtual therapist!





Future
Proof
Your
Skin

Why Is Your Skin So Important?

Our skin is a big deal **literally**.

It's the largest organ in the body and one of the most complicated. It has many roles in the maintenance of life and health, but also has many potential problems, with more than 3000 possible skin disorders.

Not only does the skin hold everything in, it also plays a crucial role in providing an airtight, watertight and flexible barrier between the outside world and the highly regulated systems within the body. It also helps with temperature regulation, immune defence, vitamin production, and sensation.

The skin is unique in many ways, but no other organ demands so much attention and concern in both states of disease and health. There is a huge focus on skin health, with fierce competition to have glowing, clearer, healthier, younger and fresher skin.





What Is Normal Skin & How Can You Optimise It?

Normal healthy skin has many important roles and thus should be treated with care and respect. Many people only start focusing on their skin once there is an abnormality or at least a perceived problem.

Common concerns include dryness, sensitivity, oiliness, congestion, wrinkles, sun damage and signs of ageing. Although these states are all within the spectrum of normal functional skin, they may be considered problematic if severe or undesirable.

Normal, healthy skin that is not exposed to excessive physical or environmental insults may not require any specific care or protection, but for those who want to optimise or improve their skin, some basic steps can make a big difference.

Our Skin Type Stays The Same Throughout Your Life!

Dry, oily or a combination of the two? Well, your answer could possibly change depending on the climate, temperature or even the air quality . hormonal changes as you age, and emotional triggers throughout your life could contribute to changes in the skin, even causing acne later in life.

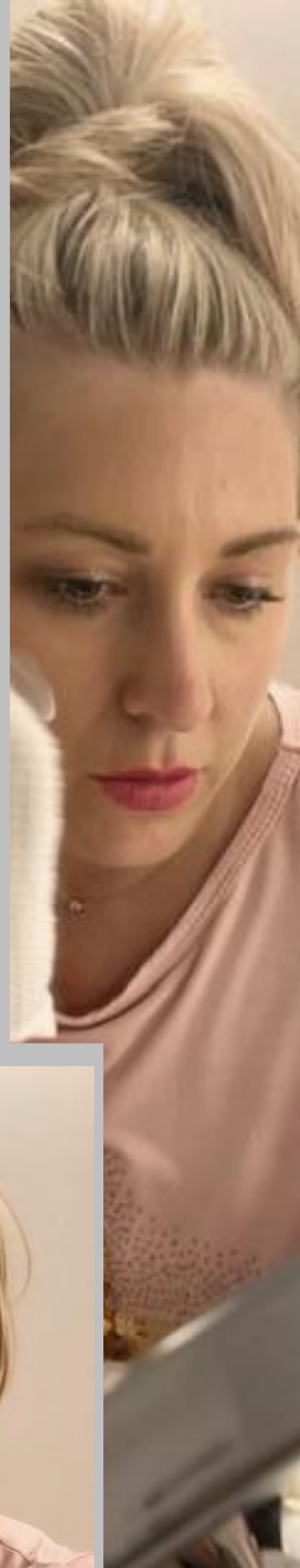
However this is not what classifies your skin type, that does not change throughout your life! This is known as skin condition. Which is effected by external change and factors and can be rectified with proper care, attention and professional beauty regime.

Pay close attention to your skin and give it the care it needs at the right time, instead of using a one-size-fits-all approach to your skincare regime.

A skincare brand does not need to change frequently, mixing brands and hoping from one product to another, also doesn't serve the skin well, but changes in season and climate are good indicators to use encase your skin requires a little more TLC.

Keep an eye on your skin and modify your beauty regime accordingly.





TIP #1

The Key To Skin Care Is Consistency & Routine

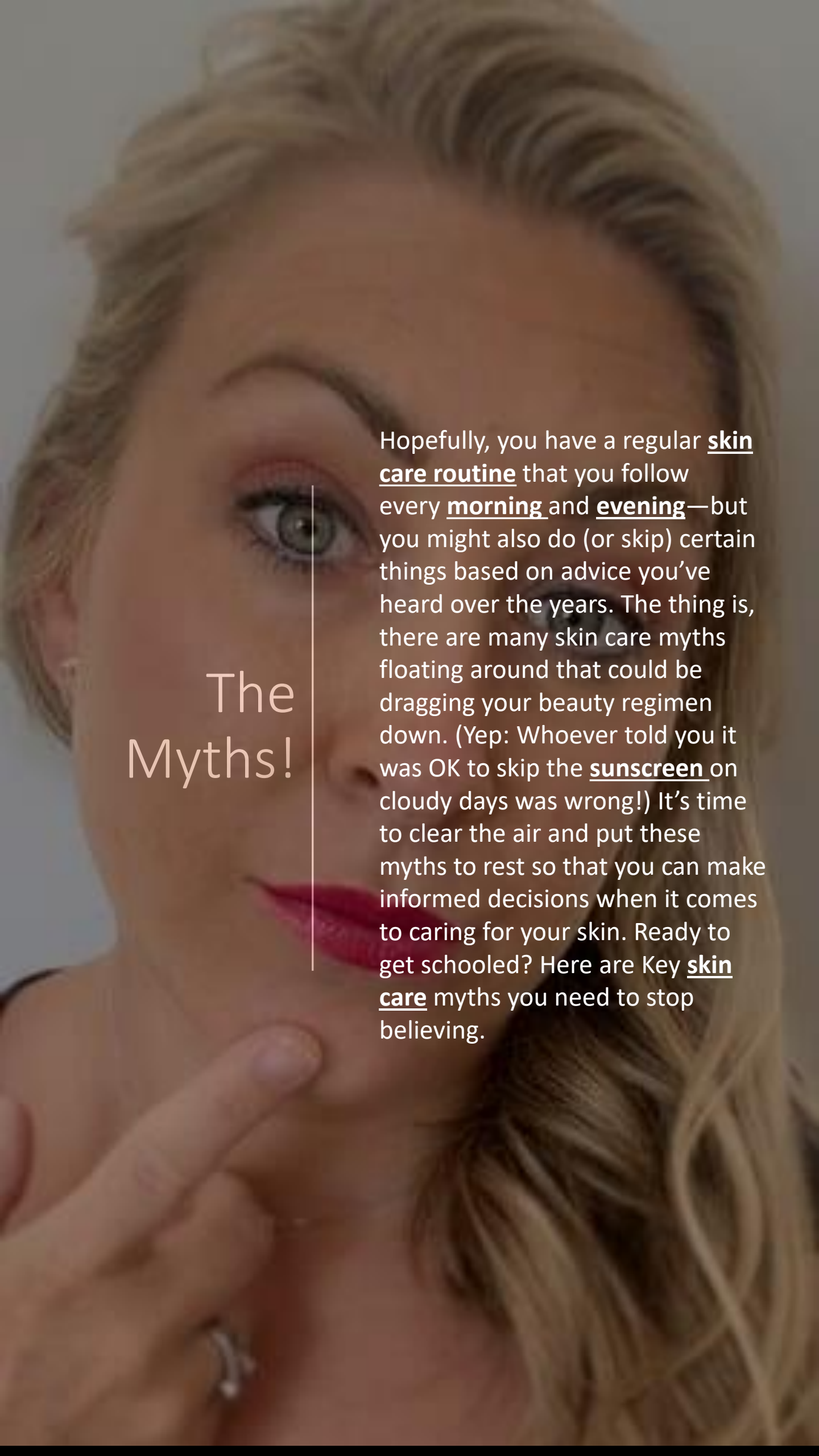
It can take time to appreciate the changes but it is worth it. A basic regime of daily protection from UV radiation, protection from excessive irritation and drying (by avoiding drying soaps, facial washes and wipes, excess water or irritating chemicals) and aiding of the skin's barrier properties (using a moisturising protective layer) will result in noticeable improvement in almost all skin.

Switching and changing products and routines is usually **counter productive** and will prevent you from seeing expected improvement in time. It's worth looking after your skin, as you'll wear it every day for the rest of your life!

To gain access to professional advise and get your very own tailored skincare plan you can book a consult with our online virtual therapist.

SEE OUR WEBSITE FOR DETAILS

www.emaleneslovetheskinyourin.co.uk



The Myths!

Hopefully, you have a regular skin care routine that you follow every morning and evening—but you might also do (or skip) certain things based on advice you've heard over the years. The thing is, there are many skin care myths floating around that could be dragging your beauty regimen down. (Yep: Whoever told you it was OK to skip the sunscreen on cloudy days was wrong!) It's time to clear the air and put these myths to rest so that you can make informed decisions when it comes to caring for your skin. Ready to get schooled? Here are Key skin care myths you need to stop believing.

You Must Tone After Cleansing #1

Firstly why do we cleanse and why is it important to use a PH balanced cleanser?

The skins PH is acidic a cleanser will always have a alkaline PH. The more a cleanser is like soap or a facial wipe the lower the PH.

When cleansing this will strip the acid mantle (oil and water layer on the skin that gives it protection) dehydrating and unbalancing the skin.

This can lead to the following skin conditions:

- Overactive oil glands
- Dehydration
- Touch sensitivity
- Coupe-rouse skin

It will also not emulsify make up and remove effectively therefore leaving the skin blocked. If you were to test a product like this and re cleanse with a mild milk-based cleanser, you can always guarantee that you will still find make up on your skin.

Toners and astringents should be avoided by almost all skin types, especially those that are alcohol based. Agreed they remove the bad oils, but they don't know any differentiation between what's good and what's bad. They strip the skin of ALL oils. If you feel you require toning to remove traces left, it's time to change your cleanser.

With a product like image this is not necessary because the product is PH balanced and will gently remove Make Up without stripping. It is therefore not necessary to tone and it will remove make up effectively.



For fresh clean skin with the added benefits of Vitamin C, I wouldn't be without my Vit C Cleanser.



Essential Cleansing Wipes #2

They do not and will not cleanse the skin effectively. They do not emulsify make up and more concerningly they imbalance the skin.

The PH of these products are to low and will strip the skin, causing imbalance and can lead to the following conditions in the skin.

- Over active oil glands
- Dehydration
- Touch sensitivity
- Coupe-rouse skin

For a quick cleanse alternative that can be rinsed with water, I love Image Ormedic Cleanser.



Essential Sleeping In Your Make- Up Is Totally Fine #3

I get it, after a long day, the last thing you want to do is drag yourself to the bathroom to wash off a full face of makeup. Ugh, seriously, the struggle is real. But snoozing in your foundation, mascara, and lipstick is not exactly the greatest idea. In fact, far from it.

When you sleep with your makeup on, it can mix with dirt and oil that has built up on the surface of your skin throughout the day, which can lead to clogged pores (and clogged pores can lead to breakouts!). This is created by the fact that the skin cannot shed naturally, and oxidization of blackheads is increased.

The good news is, you can help make things easy you can use an all in one, PH balanced cleanser that you just rinse off!

For a little extra foam but super hydration I love Image Stem Cell Cleanser.



Image SPF Hydrating Moisturizer is a great 2 in one product, a must for anyone's skincare bag.



YOU CAN SKIP THE SUNSCREEN IF IT'S NOT SUNNY OUTSIDE #4

If you thought SPF was only a necessity on days when you're hanging out at the beach, it's time to get your head out of the clouds! It turns out that you should wear broad-spectrum SPF every day even when the skies are grey.

Spending time out in the sun without protection can lead to damage over time and can show up down the road as visible signs of aging like wrinkles and dark spots. And, remember you can get burned even on cloudy days.

When it comes to sunscreen, always choose one that's formulated with broad-spectrum SPF, since it'll help protect against both UVA and UVB rays. Sunscreen should be the last step in your skin care routine before applying makeup. If you're short on time, consider using a moisturizer formulated with SPF.

You Don't Need TO Apply SPF To Your Lips #5

If you're like most people, there's a good chance you could be neglecting your lips when it comes to your skin care routine. But they deserve some love too! Your lips can burn, so it's important to also apply SPF to them, just as you would the rest of your face. Look for a lip balm formulated with broad-spectrum SPF. Toss it in your purse for easy access so that you can reapply as needed.

**A must have addition to
your make up bag.**





[Image SPF 50 is a great all round full spectrum sun screen, a must for your beach bag.](#)

Makeup With
SPF Included
In The Formula
Is Just As
Effective As A
Separate SPF
#6

TRUTH: 'SPF in sunscreens refers to UVB protection, whereas the star system on products refers to UVA protection. Relying on getting both solely from our makeup means that we may not be getting adequate sun protection. Adequate protection would also require the makeup to be reapplied throughout the day, as sunscreen is, which is often not the case.

We Only Have One Set Of Pores #7

Pores are simply small openings in our skin. We have two types of pores, oil and sweat, though only oil pores (also known as hair follicles) are visible. In fact, when you use a magnifying mirror to examine your nose and chin, you're seeing only your oil pores. Oil pores generate sebum oil and deliver it to the surface of the skin to keep it healthy, supple, and moisturized. Sweat pores work in a similar way by allowing sweat to travel from the glands to the surface to cool down the body.

When you're experiencing an annoying (and sometimes, painful!) breakout, your first instinct might be to wash your face. After all, if there's something stuck in there, you want to get it out, right? Whether or not we are prone to blackheads depends on several factors, including skin type, hormones, and even genetics. What does not play a factor in a major way is how often we cleanse. "Yes, you can indirectly help avoid blackheads by removing excess dead skin and oil through washing and exfoliation, but don't do it excessively. Excessive washing of your face can cause irritation, dryness, and redness. These, in turn, can worsen your breakouts."

TRUTH: 'Over-washing can lead to dryness, sensitivity and irritation, so we need to be sensible about cleansing. The ideal cleanser should be PH balanced to avoid stripping the skin of its natural oils, and it's important not to rub the skin too harshly.'



Blackheads Are Actually Dirt Stuck In Our Pores #8

Though it's a common belief, blackheads are not dirt—nor are whiteheads pus. Clogged pores are a result of increased oil production and dead skin cells called keratin. Most people experience this normal occurrence, since we all have oil pores on our face that secrete oil. "A blackhead occurs when dead skin cells and oil block the opening of the pore. When the oil reaches the skin's surface it becomes oxidized and turns black, hence the name blackhead,"



You Don't Need A Moisturizer If You Have Oily Skin #9

If you have oily skin that gives you a pass on moisturizing after you've cleansed your face, right? Er...not quite. External factors like pollution, UV rays, and excessive cleansing can damage oily skin's moisture barrier, causing loss of moisture and an increase in oil production, which could mean you'll end up looking even shinier if you don't replace the moisture that's been lost. Opt for a lightweight, oil-free water-based moisturizer.

Hyaluronic acid and aloe vera help provide long-lasting hydration and are great for oily skins, look at what your moisturiser has to offer before choosing.

[Clear Cell Oil Free moisturiser has everything you need to keep your skin healthy and oil free.](#)





Eating Chocolate Or Greasy Foods Causes Oily Skin & Acne #10

The truth is that an oily substance called sebum causes acne. It's made and secreted by the skin. In fact, there's no evidence that any specific food causes acne.

You've probably heard this myth since you were a teenager: if you pig out on chocolate, French fries, or other junk foods, you'll be promptly rewarded with an unsightly breakout. The old logic was that because oily skin tends to be more prone to imperfections, eating greasy foods will worsen your skin's oil problems. In reality, oil in your diet doesn't equate to higher production of sebum (your skin's natural oil).

Don't go throwing a parade through your nearest drive-thru just yet, though. What you eat still affects your skin. You are what you eat, and certain foods can trigger emotional and hormonal responses that may negatively affect how your skin looks. This is especially true for those that believe they have food sensitivities or allergies. Research has shown that there are some foods that could aggravate problem-prone skin. If that describes you, try staying away from the foods and beverages listed below for a while to see if your skin troubles subside.

Refined sugars and processed grains. Simple carbohydrates are known to cause spikes in insulin, which messes with the hormones responsible for skin-cell growth and sebum production. More cell turnover combined with more oil can be a recipe for skin disaster.

Breakouts are typically connected to inflammation, and for people that have any level of sensitivity to it, dairy can really flare things up. While research is conflicted, milk, cream, and ice cream appear to have more negative impacts on the skin, while yogurt and hard cheeses tend to cause fewer issues.

You're not going to want to toast to this: alcohol is a nightmare for the skin. Not only is it hard on the liver, the organ responsible for detoxifying your body, but it also dehydrates the body and the skin. Most cocktail mixers come with hefty added doses of sugar, which will cause the dreaded insulin spikes. And in case you thought red wine was exempt because of its noted health benefits, for a lot of people it can cause flushing of the face. If you're going to imbibe, try not to go overboard, and drink plenty of water. Your skin will thank you the next morning and in the long run.

It turns out that some of the advice your mother and grandmother gave you about skincare aren't backed by science or reality. The good news is this golden age of skincare provides more options than ever to make the best choices possible for your unique skin.

A close-up photograph of a woman with long, wavy blonde hair. She is wearing a wide-brimmed straw hat with a dark blue fringe and dark, round sunglasses. She has a bright smile, showing her teeth, and is wearing vibrant red lipstick. She is holding a white envelope in her hands, which is partially visible in the lower-left corner. The background is a plain, light-colored wall.

Prevention Is
Better Than
Cure



SPF Get Schooled

Temperature does not dictate the amount of UV emitted from the sun . This means that on a sunny winters day you can still get sunburned.

UV radiation is the part of the electromagnetic (light) spectrum that reaches the earth from the sun. There are 3 classifications of UV light. UVA, UVB, UVC.

The short rays UVC are absorbed by the ozone layer and do not reach earth, however UVA and UVB rays penetrate the atmosphere and play an important role in premature ageing, uneven pigmentation and skin cancers.

UVA is the longest of the three rays at 320-400nm. These rays can penetrate through clouds, windows and into the dermis , prolonged exposure shrinks collagen and elastin fibres and causes fine lines wrinkles and loss of elasticity.

UVB rays range from 290-320nm their intensity varies depending on location, stimulate melanin and can result in freckles, mottled and uneven complexion as well as redness and sunburn. Generally this is what you protect yourself from when your on holiday.

In addition to accelerating the ageing process, all UV exposure can supress the skin immune system and increase the risk of skin cancer, so its imperative that your daily skincare regimen includes a broad-spectrum sunscreen to block damage from both UVA and UVB rays as well as potent antioxidants to protect against free radical damage.



Chemical Or Physical

SPF why is this important and what's the difference between chemical and physical?

UVA rays are one of the main contributors to ageing and you are exposed to these at the same polarity all year round sunbeds are also purely UVA, remember this when you want that all year round tan!

UVA also penetrates through glass, and magnifies by 100. That's why if someone drives a lot their pigment will always be worse on the drivers side.

Chemical sunscreen is generally what most cosmetic products or sun creams use to provide SPF protection.

These chemicals do not block the rays, rather they pull them into the skin and deflect.

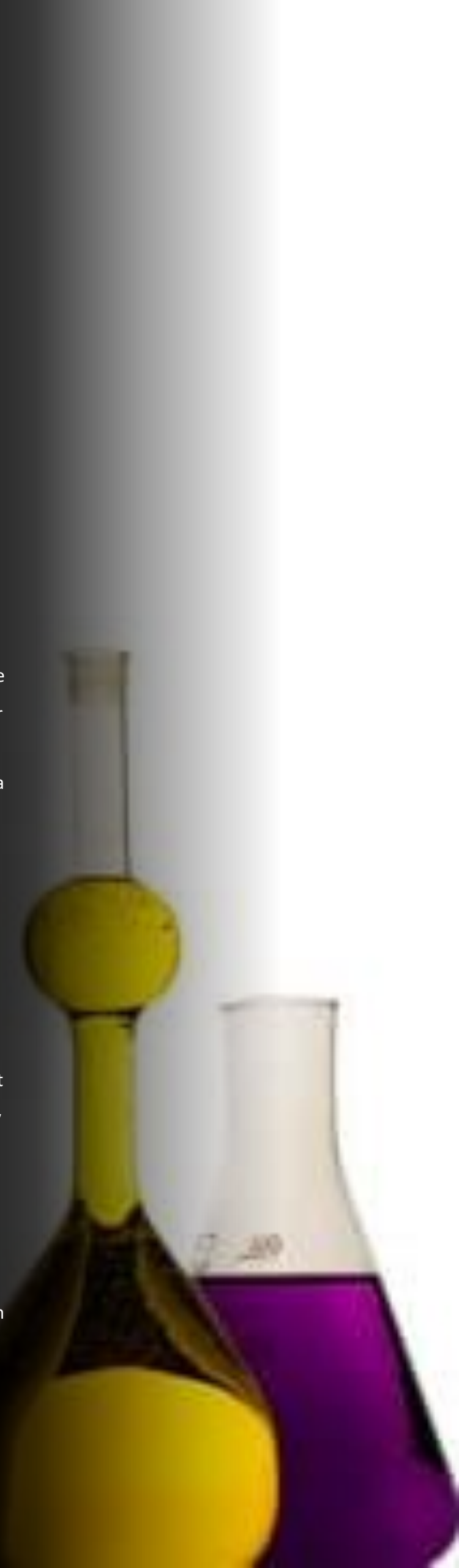
In the case of pigment that is not good as it will still activate melanin, so when trying to treat pigment you need a physical sunscreen to avoid stimulation of the melanocytes.

Its also a personal choice and some may argue that you are exposed to all sorts of products that are carcinogenic. However I would rather not apply a chemical sunscreen to my face on a daily basis because of the chemical exposure.

A physical sunscreen uses Titanium Dioxide this in its natural state is white. Its what you see on the cricketers faces to protect against the sun. It reflects the UV right at the point of skin contact, therefore not effecting the melanocyte and providing a complete block.

The advantage of Titanium Dioxide is this ingredient also helps to soothe the skin and calm it down. Its great for removing heat in the skin after sun exposure, and after all in salon treatments to help heal and calm the skin.

Most products houses haven't adjusted their formulations so clients generally don't want to wear this type of sunscreen because its thick, greasy, heavy and white. Image have patented their formulas to be clear and manufactured their products to feel good, great to wear, and provide a great base for Make Up.

A background image of laboratory glassware. In the foreground, a round-bottom flask contains a yellow liquid. Behind it, a larger flask contains a purple liquid. To the right, a beaker contains a clear liquid. The background is a soft, out-of-focus gradient from dark grey to light grey.

TIP #2 USE A Daily Physical Based Sun Screen

To get that all year round glow apply a self tanner or skin Stainer.

Or you can use a Tinted SPF or Tinted moisturiser

AND Image Tinted SPF Moisturizer is SIMPLY THE BEST !





Exfoliation Is A Lot Like Cleaning Out Your Closet!

Slightly messy, sometimes emotional, and potentially irritating, but when all's said and done, both are necessary labours. In perfect self-care, exfoliation also happens regularly. But life is hard and we're busy, so if you haven't regularly been exfoliating, now is your time to shine both literally and figuratively. "But wait!" You might be thinking. "I don't know how to do it properly." Well, you've come to the right place.

Exfoliants on the market today currently run in two lanes: physical and chemical. They both technically do the same thing slough off dead skin, but they do so in very different ways. You want to make sure you're doing it right, because proper exfoliation allows your serums, moisturizers, etc. to sink into your skin a whole lot better. Which means you're getting more for your hard-earned money. So why would you skip this step?

Exfoliation Uncovered!

Pretty straight forward exfoliation with the use of small grains, a brush, or a scalpel. But not all physical exfoliants are created equally. In the case of your typical drugstore scrub, peep at the ingredients list to make sure that none of the exfoliating agents are too large, Scrubs do work, but despite what some may think, they aren't as effective or as gentle as chemical exfoliation.

I love physical exfoliation. Are there ingredients I should be avoiding?

Yes. Avoid large exfoliants like fruit pits and nut shells since these have a tendency to cause micro-tears in the skin.

Um... What's a micro-tear!?

Don't panic! Everything is fine. Micro-tears are created by agents that are too sharp or jagged, causing little tears in the skin. Many dermatologists are not fans of physical exfoliants because of how they can result in micro-tears. "If you look under a microscope, it looks like sandpaper to wood, "There are rough, etched tears made to the epidermis which shows the unevenness of physical exfoliation." this will cause irritation and inflammation of the skin.

But physical exfoliation isn't all bad. However over use is and if you suffer with inflammatory pigmentation or Melasma avoid.

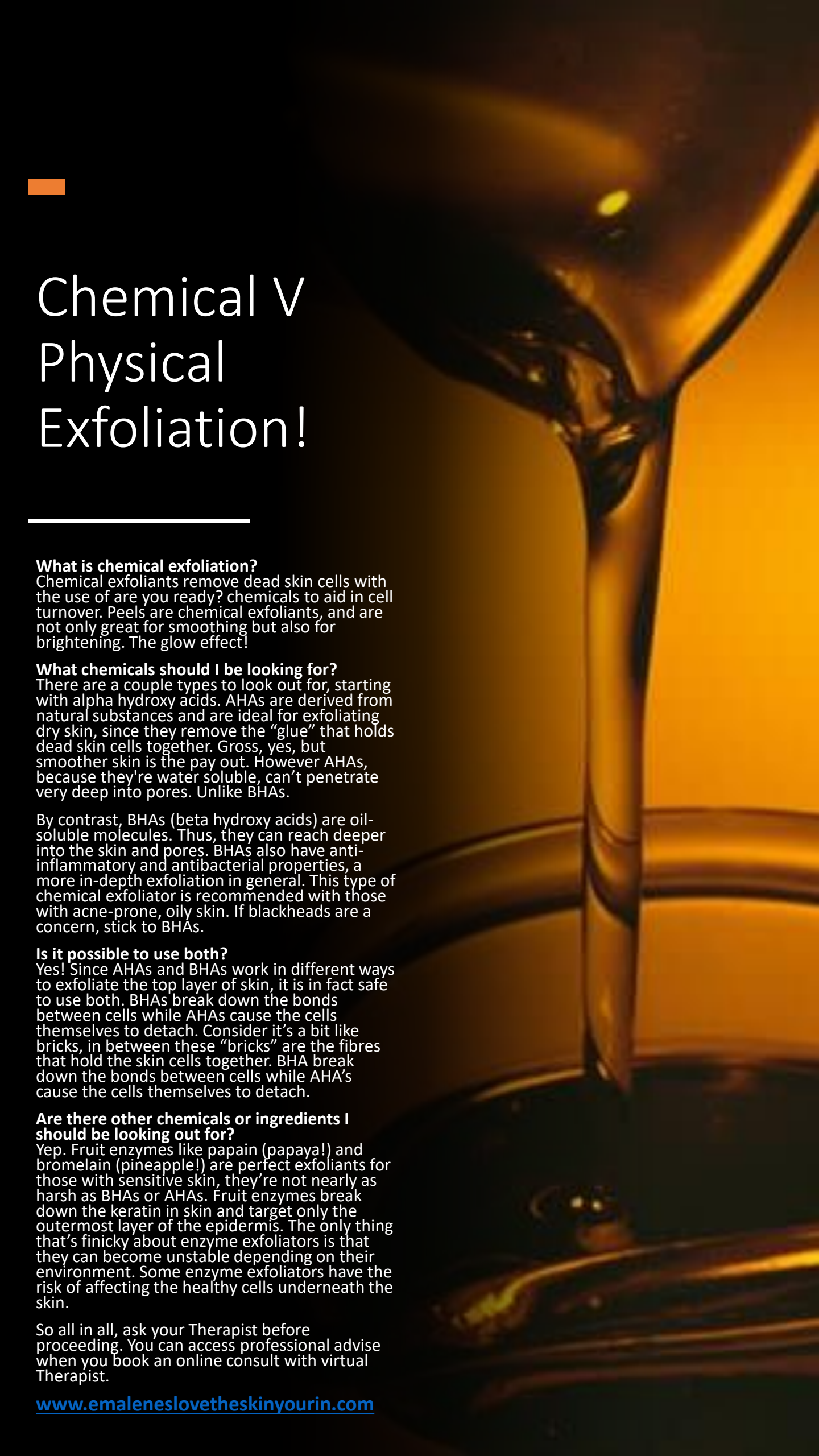
For a gentle exfoliation, I love Image Brightening Powder



There Is No Such Thing As Over Exfoliating

Exfoliating does have its benefits, including helping to slough away dead skin cells, which could be responsible for your dull-looking complexion, that have built up on your skin's surface over time. But you can overdo it (hello, irritation!). The answer to how many times a week you should **exfoliate** varies from person to person. Some can handle daily exfoliation, while others may only need to do so once or twice a week. Pay attention to how your skin responds after you exfoliate to help determine how often you should incorporate this step into your skin care routine.





Chemical V Physical Exfoliation!

What is chemical exfoliation?

Chemical exfoliants remove dead skin cells with the use of are you ready? chemicals to aid in cell turnover. Peels are chemical exfoliants, and are not only great for smoothing but also for brightening. The glow effect!

What chemicals should I be looking for?

There are a couple types to look out for, starting with alpha hydroxy acids. AHAs are derived from natural substances and are ideal for exfoliating dry skin, since they remove the “glue” that holds dead skin cells together. Gross, yes, but smoother skin is the pay out. However AHAs, because they're water soluble, can't penetrate very deep into pores. Unlike BHAs.

By contrast, BHAs (beta hydroxy acids) are oil-soluble molecules. Thus, they can reach deeper into the skin and pores. BHAs also have anti-inflammatory and antibacterial properties, a more in-depth exfoliation in general. This type of chemical exfoliator is recommended with those with acne-prone, oily skin. If blackheads are a concern, stick to BHAs.

Is it possible to use both?


Yes! Since AHAs and BHAs work in different ways to exfoliate the top layer of skin, it is in fact safe to use both. BHAs break down the bonds between cells while AHAs cause the cells themselves to detach. Consider it's a bit like bricks, in between these “bricks” are the fibres that hold the skin cells together. BHA break down the bonds between cells while AHA's cause the cells themselves to detach.

Are there other chemicals or ingredients I should be looking out for?

Yep. Fruit enzymes like papain (papaya!) and bromelain (pineapple!) are perfect exfoliants for those with sensitive skin, they're not nearly as harsh as BHAs or AHAs. Fruit enzymes break down the keratin in skin and target only the outermost layer of the epidermis. The only thing that's finicky about enzyme exfoliators is that they can become unstable depending on their environment. Some enzyme exfoliators have the risk of affecting the healthy cells underneath the skin.

So all in all, ask your Therapist before proceeding. You can access professional advise when you book an online consult with virtual Therapist.

www.emaleneslovetheskinyourin.com



Steam From Hot Water Opens Up Your Pores

The idea that your pores open and close based on water temperature is a common, age-old myth but in reality, it's just not true. This is because your pores are technically always open! And while there are plenty of other things that make steam beneficial to your skin, such as increasing moisture levels in the air to help prevent dry, cracked lips, the so-called opening up of your pores is not one of them.

Besides Scrubs Are There Other Forms Of Physical Exfoliation

Microdermabrasion, which is basically face scrubbing at the hands of a licensed professional. This form of physical exfoliation is especially ideal for those with scars, wrinkles and stretch marks. There's also Dermaplaneing, which is the latest go to salon treatment.

We all know that skin peels can be great to treat a range of conditions including acne, sun damage, pigmentation, fine line and wrinkles, scarring as well as refreshing thick, tired and dull looking skin.

However the world of skin peels can be a confusing one. There are exfoliators, resurfaces and peels, all work to different strengths and perform differing tasks, which can mean it's hard to know which one to choose.

Exfoliators are the gentlest way to refresh the skin. Working on the top layer of the epidermis, the stratum corneum, it removes the dead skin cells revealing the new, healthy skin below. Exfoliators are topical and have no downtime.

Resurfaces, sometimes referred to as mild peels, are superficial treatments, meaning that they work on the very top layers of the epidermis and use enzymes and acids to refine and exfoliate. Resurfaces generally have little-to-no downtime following treatment.

Skin peels treat the top layers but also penetrate the mid to lower levers of the epidermis, delivering stronger, extended results. Because chemical peels are so active and deeply penetrating, downtime of up to 10 days can be expected. These are not to be tried at home!





TIP #3 Regular Exfoliation Should Make Up Part Of Your Regular Skincare Routine

However if you visit your professional salon regularly its often not necessary to add this in at home. However for a night out or boost you can opt for a treatment product to support your routine. Always seek advice to get the right combination.

IMAGE Ageless Range have some great treatment products to add to a basic routine.





The Thin, Fragile Skin Around The
Eye Contour Is The First Area To
Show Signs Of The Passage Of
Time



Why Does The Eye Contour Age Faster?

Since facial skin is very thin and under constant exertion, it is rapidly affected by the signs of time

The eye contour has the thinnest and most fragile skin on the entire face.

It is lacking in sebaceous glands and collagen and elastin fibres. The skin around the eyes is under the strain of 22 muscles in perpetual motion and 10,000 blinks per day. This is why the eye contour is the first area to show signs of aging. Fine and deep wrinkles and traces of tiredness can thus appear prematurely.



How Can The Eye Contour Be Cared For?

It needs treatment that is both effective and gentle to combat signs of aging and fatigue in this sensitive area

The skin around the eye contour requires care that combines great effectiveness and high tolerance to meet the demands of anti-aging and sensitivity.

To keep your eye contour looking young, use a specific treatment which will smooth wrinkles in a gentle way and nourish and moisturize this area, which is subject to dehydration.



What Causes Signs Of Tiredness Around The Eyes?

Signs of tiredness around the eyes are often due to sluggish microcirculation.

With tiredness or age, blood and lymph microcirculation around the eyes may slow.

The very thin skin around the eye contour readily reveals the marks of poor vascularization or inadequate lymph drainage. This is what provokes the appearance of signs of tiredness, such as shadows or puffiness.

The more fragile, dehydrated and thinner this skin is, the more it shows signs of tiredness.



What Is The Age To Start Using An Eye Contour Care Product?

Treatment for the eye contour can begin at the age of 25.

When women speak about being concerned by premature signs of aging, the eye contour is always mentioned first.

Wrinkles, dullness and haggard-looking eyes are identified as markers of cutaneous aging and are thus a cause for concern. Treatment for the eye contour can begin rather early, starting at age 25.



So Do You Need To Start Using An Eye Cream Yet?

Even if you aren't showing any visible signs of aging around your eyes just yet, it's never too early to start using an **eye cream**. Prevention rather than cure. The skin around your eyes is thinner and more delicate than the rest of your face, so it tends to show signs of aging first.

Puffiness, fine lines, wrinkles, and dark circles are common concerns.

Morning and night, apply the eye cream gently in small dots around your eyes and smooth until it's absorbed.



TIP #4

The Eye Contour

Apply an Eye cream AM and PM

Choose an Eye cream specific to your concerns.

AM you should use an eye cream that will protect, prevent and alleviate concerns such as puffiness or dark circles.

PM use an eye cream that will help to renew and repair your concerns, such as fine lines and wrinkles.

How to use

While your skin is absorbing the serum, use your ring finger to gently tap the eye cream or gel of your choice into the skin surrounding the eye socket. Don't swipe or rub in the product, as that can cause pulling in an area with thin, delicate skin.



IMAGE Vital C Eye Cream



Emalene  *S*
LOVE THE SKIN YOUR IN



We may treat our face regularly to the perfect mix of lotions and potions, but are you ignoring the biggest giveaway of your advancing years? Here's how to keep your neck as youthful as your face

While there are many changes that occur in the face as we age, one of the most bothersome to many people and one of the first areas to show signs of ageing is the changes that occur in the neck. Even so, women often place such focus on treating the skin on their face that they neglect this prominent region, leading to mismatched skin appearance. Sun damage, together with prolonged perfume application is the most profound factor in development of ageing of the neck. Signs of an ageing neck are, horizontal wrinkles, actinic bronzing (permanently bronzed skin), reddened skin (poikiloderma), age spots, and the development of vertical neck bands, loose sagging skin, loss of a good sharp neck angle and the development of a double chin or turkey neck. Fine textural lines scattered over the surface are partly due to the loss of collagen's integrity. Finally, there is laxity from the loss of elastic fibers.



TIP #5

The Neck

There are lots of factors at play when it comes to an ageing neck; our necks aren't made up of have fatty tissue, so the skin there is drier, more delicate and less elastic. This means that as we age it can become more lined, saggy and 'crêpe' looking than our faces.

It's also more at risk of being damaged by UV rays because it has fewer melanocytes cells – the ones that make the pigment that protects our skin from sun damage – so it's at risk of becoming mottled and uneven in colour.

The skin on both our neck and our décolletage is thinner than the skin on our faces, so it's very fragile.

Couple that with the fact that all skin loses moisture as we age, there's a gravitational pull to deal with, plus there's a drop in the natural production of both collagen and elastin that naturally hold your skin up and voila! You have the recipe for a 'giveaway neck'.

To make matters worse, you can't use harsh treatments on such delicate skin, but by selecting the right products and applying them carefully you can postpone the problem.

Our neck is often overlook, but just like your face, you should cleanse and tone your neck morning and night, and massage cream in using upwards motions to boost circulation so nutrients are delivered where they're needed.

Use a dedicated neck-specific cream every day. [Link to Image neck cream](#) Add In a vitamin C-rich serum at least three times a week to! [Link to image](#). You can get away with something richer and greasier here where your skin is naturally drier.





Your neck gets saggy as collagen and elastin fibres weaken. You can delay the droop with a dedicated daily application of SPF sunscreen. [link to sunscreen](#) that protects against both UVA and UVB rays down to your neck and chest every day, all year round.

Years of sun damage leave us with horizontal lines running around our necks, but these can be softened by adapting your skincare regime. Exfoliate your neck and chest with either a gentle Physical or a Chemical exfoliator, [link to IMAGE](#) which will slough away dead skin cells and allow serums and moisturizers to penetrate deeper into the skin.

At night, go for a neck cream with Hyaluronic Acid that will attract and trap moisture into your neck and Stem Cell that will repair environmental damage. Use plenty to allow maximum nourishment while you sleep. [Link to IMAGE](#) or Retinol and Peptides could also be used to encourage production of collagen to add firmness and smoothness to the neck. These can be added in with serums which will layer under your moisturiser.

Blotchy pigmentation thanks to sun damage is a major problem for the neck and upper chest, areas that are often exposed, but unprotected. A cream that deals with lightening and brightening too is a great pick me up for the neck to combat discoloration, [link to image](#). You could also consider IPL in salon to get rid of that unwanted discoloration!

ALWAYS applied in upward sweeps!

TIP cover your neck completely with a scarf when exposed directly to the sun and avoid spraying perfume in this area!


[IMAGE The Max Neck Cream](#)

The Hands Tell All

While we're busy applying various anti-aging creams to our faces and running to the colourist to cover our greys, we often forget the body part that typically reveals our age first: our hands.

Even A-list actresses have shielded away from the popular "manicam" at awards shows, which zooms in on the stars' nail designs.

Here are some simple ways you can turn back the clock on your hands and deal with common ageing issues like dryness and age spots.



Essential
Hand and
Body
Cream
With
Vitamin C



TIP #6 Five Top Tips For Younger Looking Hands

Wear Gloves Washing the dishes every night can dry out your skin, with the hot water and abrasive dish soaps stripping away the natural oils in your skin, causing it to become parched and even cracked. The perfumes in dish soaps can also irritate your skin and exacerbate conditions like eczema. Help keep the moisture in your skin by wearing dishwashing gloves every time you clear out the sink — or opt to use the dishwasher!

Moisturize like your life depends on it. Thanks to frequent washing, our hands get the moisture sapped out of them more than pretty much any other area of our body, so they deserve a little more TLC. Using lotions and creams will help lock in the moisture and help your hands look younger by plumping up the skin. Dermatologists recommend using treatments which include ingredients like shea butter, olive oil, vitamin E and macadamia nut oil. Applying these to slightly damp skin helps them absorb better, so make sure to keep a jar of cream handy on your bathroom sink to use after showers or hand-washing.

And when you're using treatments and creams on your face, it doesn't hurt to apply some to your hands too especially if they are products which boost collagen production, to help plump up the thin skin on the backs of your hands. Just make sure the products don't cause peeling or increased sensitivity to sunlight. [Link to Image body](#)

Use a flattering polish While things like black polish or nail art might be the hottest trends right now, they could just look severe and further age mature hands. But the right shade could help spruce up your hands and draw attention away from age spots or visible veins. Style experts recommend steering away from fads like glitter, overly long nails, or square shapes.

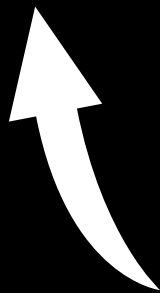
While you may be tempted to use nude polishes so that you don't draw attention to your hands, a pop of colour can help your hands look younger. Orange-based reds are a popular pick, compared with blue-based reds (which can make your veins stand out). If you're afraid of going bright, just keep your nails short and well-shaped and the colour will still look sophisticated.

And if you do choose to opt for nudes, then it's all about choosing a shade with the right undertone so your skin doesn't look grey and sallow.

Wear sunscreen Sunspots can be a true giveaway of your age. They develop over time, after years of exposure to the sun's UV rays or even tanning beds. You can talk to your Therapist about topical creams like Cosmelan, which helps lighten the pigment, or even some laser therapies which destroy pigment-producing cells. [Link to virtual therapist](#)

But as with everything, prevention really is the best cure, no matter how old you are. Prevent more age spots from appearing by applying sunscreen daily. Yes, we know, the first thing you want to do after applying sunscreen to the rest of your body is to wash your hands. Instead, resist the urge and slather the remaining cream onto the backs of your hands, which need the protection most. (The palms of your hands have a layer of dead skin cells which help protect against UV rays) And make sure to reapply after hand-washing. [Link to IMAGE](#)

Exfoliate, Exfoliate, Exfoliate. Dead skin cells can not only make your skin look flaky and dull; they can also keep creams from sinking in. As with your face, make sure you use a gentle exfoliator, nothing too abrasive, because it can scratch the surface of your skin. You can even make your own treatment at home by using a teaspoon of sugar combined with a hydrating oil, like coconut oil.



Retinoids

[NOTE: Consult your Skin care Expert before purchasing a Retinol product. Link to virtual skin care therapist, Image products](#)

Using a retinol-based product may make the top layer of your skin dry and flaky. It's best to apply it at night and wear moisturizer and sunscreen the next morning.

Retinols and Retin-A are both retinoids. They are both derived from vitamin A. Think of it this way: retinols and Retin-A are *types* of retinoids, just as apple and key lime are *types* of pies.

So now you know that retinol and Retin-A are both types of retinoids, however Retinol is a natural form of vitamin A.

Retin-A is actually the brand name for the medication tretinoin. Retin-A is a synthetic form of vitamin A.

Unlike retinols, Retin-A is a prescription-only medication. It's typically used to treat both inflammatory acne and comedon breakouts. Retin-A's active ingredient, tretinoin, is also used to treat fine lines and wrinkles, brighten the complexion, and fade hyperpigmentation (dark marks left by acne breakouts or sun damage)

The added strength of Retin-A does come with a downside. You're more likely to notice side effects like dryness, redness, burning, peeling and flaking, while using Retin-A as compared to retinol products.


Retinol is another type of antioxidant that is commonly used to boost collagen levels in the skin. It helps to increase the lifespan of collagen, as well as block certain enzymes that destroy collagen, making it a perfect addition to many skin care programs.

Retinol is added to creams that go on your skin. It boosts the amount of collagen your body makes and plumps out skin, cutting down fine lines and wrinkles. It also improves skin tone and colour and reduces mottled patches, and the good news is that they are generally fairly gentle.

Retinols can cause side effects, but they're typically less bothersome than Retin-A.

You may notice your skin gets a bit pink after you apply a retinol product. A bit of stinging or dryness is also common, but it's typically very mild. Most people can use retinols without much of an issue, but if your skin seems irritated you should stop using the product and consult your skin care expert.

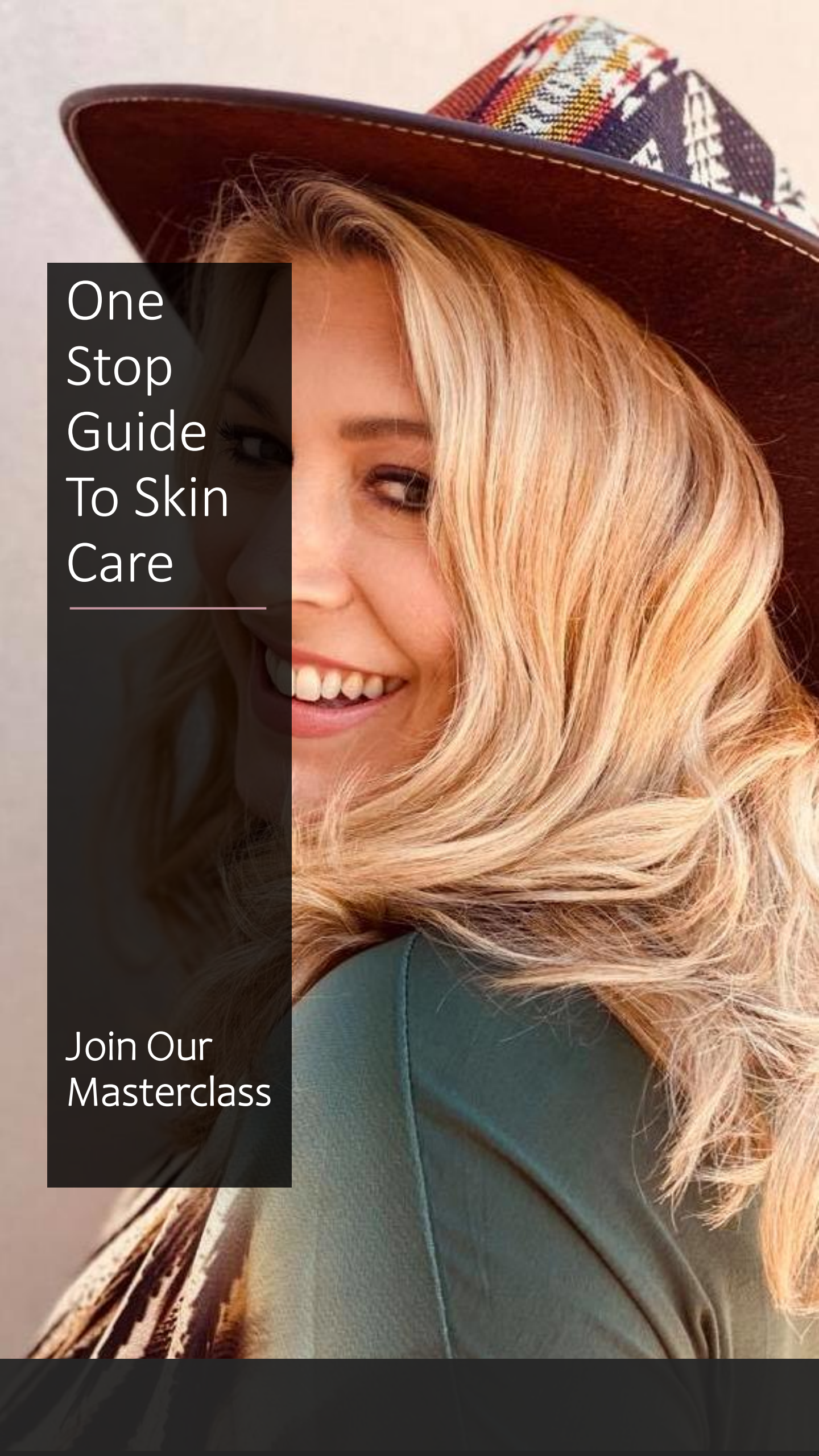
There are different forms of retinol. So while you're looking at the ingredients list on that anti-aging cream, you probably won't see *retinol*. Instead, you'll see listed the form of retinol that is used in that particular product: retinal, retinyl palmitate, retinyl acetate, retinyl linoleate. The higher in the ingredient list it is, the more retinol that product has. If it's listed dead last, it doesn't contain much retinol and probably won't be very effective. This rule goes for all ingredient listing and is a good tip to know.



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- Retinol
- Collagen
- AHA
- CQ10
- Vit C
- Hyaluronic acid
- Antioxidants
- Aloe Vera
- Stem Cell



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COMING SOON!

What is Vitamin C and How Does it Benefit Skin? Vitamin C is one of the most exciting, research-proven ingredients you can apply to skin. This water-soluble antioxidant is a natural component of healthy skin. When we're young, vitamin C levels in skin's outermost two layers (epidermis and dermis) are abundant, but as we age, these levels naturally deplete. Unprotected sun exposure (UV damage) and pollution can accelerate this decline, leading to skin looking and feeling dull, uneven, and less firm than it once was. Luckily, there are topical skin care solutions that can help mitigate this damage, so skin looks and feels healthier and younger longer.

Vitamin C Benefits for Skin Vitamin C's benefits for skin are vast, including its ability to even out skin tone and diminish the appearance of fine lines and wrinkles (3). While this powerhouse ingredient is well-known for its skin-brightening benefits, research also shows it can shield skin from the visible impacts of environmental stressors, including free radical damage. This synergy of mitigating problems both before and after they occur makes vitamin C a force to be reckoned with.

Forms of Vitamin C in Skin Care There are many forms of vitamin C for skin, and while they all have antioxidant benefits, some types of vitamin C work better in skin care formulas than others.

Ascorbic acid—also known as L-ascorbic acid—has the most skin-related research of any form of vitamin C. When properly formulated at a pH of less than 4 (2.6-3.2 is the ideal range), this form helps create younger-looking, firmer-feeling skin while fading signs of uneven skin tone and spots. Ascorbic acid also helps skin's surface defend itself from free radicals and external stressors, lessening the effects of exposure to the elements .

Other beneficial forms that have notable research demonstrating their efficacy include sodium ascorbyl phosphate, ascorbyl palmitate , 3-O ethyl ascorbic acid, tetrahexyldecyl ascorbate (9), magnesium ascorbyl phosphate , and ascorbyl glucoside.

Just keep in mind that vitamin C is extremely sensitive to air and light and will break down over time if routinely exposed to them . If you want to get the best possible results from your **vitamin C serum** or moisturizer it needs to be in an opaque, air-restrictive bottle or pump container to help ensure the ingredients remain stable. A vitamin C cream that comes in a jar, unfortunately, won't remain effective for long.

Vitamin C Skin Products Research shows that high strengths of vitamin C (10% and higher - typically found in targeted treatments or serums) are particularly effective and provide a host of benefits for skin. If your skin looks dull or its tone is uneven, regardless of your skin type, a lightweight liquid 15% **vitamin C booster** is ideal for layering. If stubborn dark spots are more of your concern, a richer-textured 25% **vitamin C treatment** works great for delivery into skin wherever discolorations and dullness are noticeable (1).

Lower concentrations of vitamin C are good for your skin as well, providing cumulative benefits in leave-on products such as moisturizers, eye creams, and serums. In fact, research has shown that concentrations as low as 0.6% provide antioxidant and anti-aging benefits to skin. Lower strengths of vitamin C also help enhance the benefits of other youth-preserving ingredients such as retinol and ceramides.

When and How to Use Vitamin C in Your Skin Care Routine All forms of vitamin C mix well and layer with other skin care ingredients, including exfoliating acids and other vitamins and antioxidants, such as retinol and niacinamide .

Vitamin C can be used twice daily, both morning and night. After cleansing, toning and exfoliating, apply the rest of your products in order from thinnest to thickest texture (commonly: serum, moisturizer, treatments). During the day, always finish with a moisturizer with broad-spectrum SPF 30 or greater.

What Is Vitamin C and How Does It Benefit Skin?

TIP #7

Simple Ways To Make Your Skin Glow!

Vitamin C is one of the best-known vitamins. The human body cannot make vitamin C, so it is very important to get it from the diet. Research suggests that vitamin C also plays an important role in protecting the skin and creating more collagen in the body.

Many skin care companies add vitamin C to their protective creams for good reason.

Vitamin C can be taken as a supplement or added to the skin and is found in many foods. Citrus fruits, green leafy vegetables, papaya, strawberries, and broccoli are all rich in vitamin C.

[Image Hydrating Water Burst](#)





H2O What Roll Does This Play?

How much water do you drink each day?

If you're not drinking at least eight full glasses a day, you're not drinking enough, and that's a major problem.

Staying properly hydrated is necessary for your overall health. Not only does water play an important role in your digestion and circulation, but it's also vital for your skin's health and beauty.

Water helps you from the inside out.

For your skin's sake, it's one of the easiest and best beauty treatments you can do. No, you might not be able to get rid of all your favourite beauty products just because you're drinking more water, but it will definitely help.

Remember your skin is an organ. In fact, it's the largest organ in your body, and it's mostly made up of water. Without water, your skin can't function at its best. If your skin doesn't get enough water, not only will it become dry, tight, and flaky, but it will also become even more prone to aging.

The truth is that your body loses large quantities of water every day, so if you don't replace it by drinking more water, your skin will suffer the consequences. It's easy to see the visible difference that hydration can make for your skin.

TIP #8

Still Not Convinced? Check Out These 10 Amazing Skin Benefits From Drinking More Water

Fewer Wrinkles The more hydrated you stay, the fewer wrinkles and fine lines you'll see. Water helps your skin maintain moisture, which increases your elasticity. The more elastic your skin, the fewer wrinkles you'll see.

Improved Complexion Drinking enough water can help you combat a variety of skin issues including psoriasis and eczema. It does this by helping your digestive system flush out toxins from the body. This, in turn, will improve your complexion for healthy and glowing skin. In addition, one [study by the University of Missouri-Columbia](#) found that drinking two cups of water increased blood flow to the skin, which can help even out your skin tone and complexion.

Reduced Puffiness There's no doubt that our skin can swell sometimes. Most often, this is because our body is retaining water. Why do we retain water? Because we're dehydrated and our body is protecting us. If you want to reduce puffiness and swelling and smooth out your skin, make sure you're drinking enough water.

Faster Healing If you've ever gotten a sunburn, you know how painful it can be and how long it can last. The good news is that drinking more water can help speed up the healing process for your sunburn. Yes, you'll still want to have plenty of Aloe Vera on hand, but drinking more water can also help.

Improve Acne Adult acne is incredibly common. In fact, it's estimated that between 40-55% of the adult population age 20-40 has acne. It's a common skin issue that can be helped by drinking enough water. Water can help flush toxins from the skin and shrink your pores, making them less likely to clog and cause a zit.

Slows Aging Beyond wrinkles, drinking enough water can help keep your skin plumper, which can slow the aging process. Plump skin also helps hide current signs of aging, so that any wrinkles you already have are minimized.

Smaller Pores Our pores can get clogged and enlarged throughout the day. The more water you drink, the better balance of oil and water on the surface of your skin. This can help reduce the appearance of your pore size, decrease acne breakouts, and reduce blemishes.

Reduced Itchiness When you have dry skin, it can crack, flake, and itch. It's easy to solve this problem by drinking enough water and hydrating your skin. When you stay hydrated, your skin is less likely to crack and become itchy.

Tighter Skin Do you have sagging skin from weight loss or from aging? A great way to help tighten the skin around your jawline, stomach, arms, and legs is to drink more water. That's because water helps improve skin elasticity, making it bounce back from sagging.

pH Balance If you have problematic skin, you know that maintaining a healthy pH balance is key to keeping your skin blemish-free and glowing. Drinking more water can help balance your pH level to give you healthy skin. So, how do you make sure you're getting enough water. Water bottles and tumblers can help you keep water close at hand throughout the day. This means you'll end up drinking more water and giving your skin exactly what it needs.



Does What We Eat Impact Our Skin?

What you eat is an important ingredient for healthy skin and a healthy you. Eat fresh vegetables, fruits and healthy fats to keep your skin supple and fresh.


A quick google search of 'food for skin' and you are greeted with a whole host of headlines from "8 cooling foods that will help you fight all your summer skin and health issues" to "The varied diet you need for your best skin". But can you improve your skin with your diet? ...here are the facts:

Good skin is partly down to our genetics, and good care against external factors, but what you eat can also impact its condition and appearance.

The outer layer of skin cells (the epidermis) **renew themselves every 28-31 days**. So if you do make positive changes to your diet, you may not see the benefit to your skin for around four weeks. The turnover of skin cells requires adequate dietary protein, carbohydrate and fats as well as a variety of micronutrients (vitamins and minerals) and polyphenols for optimal skin health and appearance. A healthy, varied diet can also influence the skin's ageing process to a modest degree and offer some degree of protection against sun-induced skin damage.



The importance of particular vitamins for healthy skin are highlighted in cases of severe deficiency. For example, the symptoms of scurvy, which results from a deficiency in vitamin C, include poor wound healing and bleeding under the skin. Deficiency in B vitamins can result in red and scaling skin, dermatitis and discoloured skin. However, **more may not be better when it comes to vitamins and minerals** - While it is true that deficiencies in certain vitamins and minerals can cause problems with skin health, if you are eating a balanced diet there is no benefit in boosting certain 'skin saving' nutrients marketed by supplement companies. There is not one food that will supply all the nutrients we need for healthy skin, so variety is key.

The background of the entire page is a close-up, high-angle photograph of several sliced oranges. The slices are arranged in a somewhat circular pattern, with the bright orange pulp and white pith clearly visible. The lighting is soft, creating a warm and fresh atmosphere. The text is overlaid on a white rectangular area on the right side of the image.

Antioxidants For The Skin

The benefits of an antioxidant-rich diet are hardly a secret, but what are antioxidants, and what do they do? Antioxidants help combat damage caused by pollution, stress, and poor diet. Free radicals tend to speed up the aging process when it comes to our skin, and this is exactly what antioxidants help fight against. While there are numerous substances that can act as antioxidants, vitamins A, C, and E are some of the most well-known. To help you plan your grocery list accordingly, read on for five antioxidant-rich foods that double up as anti-inflammatories and are also my personal favourites for keeping skin, nails, and hair looking healthy.

Blueberries are one of the best sources of antioxidants. They help with blood circulation in the body, especially in the head area, which stimulates hair growth. Wild blueberries have been known to improve sun-damaged skin if eaten on a regular basis. They're great as a snack on-the-go and are a perfect addition to any smoothie.

Sweet potatoes are a powerhouse of important nutrients. They contain vitamins A and C and manganese, which are all great for stabilizing blood sugar and promoting brain function. Another reason I love sweet potatoes is for their beta-carotene, which promotes eye health and works as a natural sunblock—great for keeping fine lines and wrinkles at bay. et potatoes

Turmeric contains a miracle ingredient called curcumin. Made into a paste, it can temper acne flare-ups. Turmeric has anti-inflammatory and antioxidant properties that remove excess oil from the skin and kill bacteria that cause pimples. Prepare a mask and leave it on for 20 minutes before washing off with warm water. Make sure to clean your hands and face properly afterward to avoid an orange tint. And it can be added to sauces and curries for that extra va va voom.

Avocados are a healthy-fat powerhouse consisting of omega-3 fatty acids. The antioxidants in avocados help fight signs of aging and prevent inflammation in the skin (goodbye, puffiness!). They're high in vitamins E and B, which work at a cellular level to protect and strengthen our locks and nails.

Dark, Leafy greens like spinach and kale are high in phytonutrients, which contain antioxidants and are anti-inflammatory. The vitamin C in leafy greens helps to boost collagen production that in turn helps firm up skin. The antioxidants help keep hair strong, which means less breakage and additional protection against damaging sun rays.





Omega 3 & Zinc

Fatty fish, such as salmon, mackerel, and herring, are excellent foods for healthy skin. They're rich sources of omega-3 fatty acids, which are important for maintaining skin health. Omega-3 fatty acids are necessary to help keep skin thick, supple, and moisturized. In fact, an omega-3 fatty acid deficiency can cause dry skin.

The omega-3 fats in fish reduce inflammation, which can cause redness and acne. They can even make your skin less sensitive to the sun's harmful UV rays

Some studies show that fish oil supplements may help fight inflammatory and autoimmune conditions affecting your skin, such as psoriasis and lupus.

Fatty fish is also a source of vitamin E, one of the most important antioxidants for your skin. Getting enough vitamin E is essential for helping protect your skin against damage from free radicals and inflammation.

This type of seafood is also a source of high quality protein, which is needed for maintaining the strength and integrity of your skin.

Lastly, fish provides Zinc, a mineral vital for regulating the following:

Inflammation

Overall skin health

The production of new skin cells

Zinc deficiency can lead to skin inflammation, lesions, and delayed wound healing

You can also get Zinc from meat, dairy and wheat germ.

Elixir Of Youth TIP #9

So while your skincare routine plays a part in your skin's condition, a nutrient-packed diet can work wonders to maintain healthy skin from the inside out.

What actually helps though? Here is my guide to nutrients that keep skin looking and feeling good and will add variety to your diet.

They say you are what you eat!

Antioxidants
Omega 3
Zinc

Are 3 key micronutrients I add to my diet!

TIP# 10

Beauty

Sleep Is

Real Only In

Fairy Tales.

Sleeping in until noon on Saturdays will not erase your crow's feet or banish your smile lines. But a growing amount of research suggests consistently getting a good night's sleep will do wonders for your skin long term. And, conversely, getting poor rest can have highly damaging effects on the skin.

A study of British women showed pretty conclusive results. All saw an increase of wrinkles, dark circles, and overall dull complexion after five consecutive days of getting only six hours of sleep per night—compared to after getting a night of eight hours of sleep.

The immediate effects of a rough night can be obvious in the form of dark circles under puffy eyes. But the damage sleep deprivation can cause the rest of your skin goes much further.

During sleep, your body goes into repair mode. It gets busy eliminating old, dead cells, making new ones, and cleaning your body of toxins. When you short change yourself of a full night's sleep, you're missing out on hours of collagen production, which can lead to your skin sagging and looking older sooner. You also won't get the normal amount of blood flow to your face necessary to give you a healthy, rosy glow.

Lack of sleep also increases levels of the stress hormone cortisol, which can lead to breakouts. Imbalances in pH and loss of moisture are other common by products of sleep deprivation, and can wreak havoc on your complexion.

So go ahead and hit the sack a bit earlier to get the recommended seven to nine hours of sleep you need every night. And don't forget the cardinal rule in skincare: **Never sleep without first removing your makeup.**



Laughter Makes The World Go Round

Laughter relaxes the whole body. A good, hearty laugh relieves physical tension and stress, leaving your muscles relaxed for up to 45 minutes after.

Laughter boosts the immune system. Laughter decreases stress hormones and increases immune cells and infection-fighting antibodies, thus improving your resistance to disease.

Laughter triggers the release of endorphins, the body's natural feel-good chemicals. Endorphins promote an overall sense of well-being and can even temporarily relieve pain.

Laughter protects the heart. Laughter improves the function of blood vessels and increases blood flow, which can help protect you against a heart attack and other cardiovascular problems.

Laughter burns calories. OK, so it's no replacement for going to the gym, but one study found that laughing for 10 to 15 minutes a day can burn approximately 40 calories—which could be enough to lose three or four pounds over the course of a year.

Laughter lightens anger's heavy load. Nothing diffuses anger and conflict faster than a shared laugh. Looking at the funny side can put problems into perspective and enable you to move on from confrontations without holding onto bitterness or resentment.

Laughter may even help you to live longer. A study in Norway found that people with a strong sense of humour outlived those who don't laugh as much. The difference was particularly notable for those battling cancer.



The Most Important Things You Can Do To Take Care Of Your Skin In Your 40's

- Maintain a professional routine
- Wear sunscreen everyday
- Exfoliate using a chemical exfoliator
- Use an eye cream
- Don't forget the neck and hands
- Add Retinol, Hyaluronic acid, Peptides, Antioxidants and Stem Cell to your list of key product ingredients
- Maintain a healthy varied Diet
- Drink lots of water
- Sleep
- Boost collagen and elastin production
- And finally Laugh.....



How To Keep Skin Looking Younger For Longer When You Are 30 & Over

As a person ages, their body produces less collagen. This lack of collagen results in the common signs of aging. Wrinkles, sagging skin that has lost its elasticity, and stiff joints are all signs that the body is producing less collagen.

When collagen levels are high, the skin is soft, smooth, and firm. Collagen helps the skin cells renew and repair themselves. Collagen also helps keep the skin moist. This is why collagen has been seen as a very important ingredient for skin care over the years.



Professional Treatments



There are many great preventative and curative professional treatments on the market that will aid in collagen stimulation and repair.

If you start young enough you can truly hold those year at bay and prevent the deterioration of the collagen and elastin in the skin

It is also possible to repair lost collagen and strengthen elastin and give the skin a wake up call to heal and repair damage.

I've tested many treatments and developed multi layering techniques to do just that.

Treatments such as:

LED therapy

Radio Frequency

HIFU

Micro-needling

Mesotherapy

Plasma

Are all non invasive, innovative, holistic treatments on the market today that all work to keep the years at bay without the need for surgery. [To find out more you can access my Treatment Guide.](#)

How To Look Younger With 7 Anti Ageing Make Up Tips

- Start with a well moisturized skin. The first step to looking younger is ensuring your skin isn't parched
- Primer Once you have prepped your skin, its time to use a primer, not only will this product keep your make up fresher for longer, but it will also smooth the skins surface to help blur out signs of ageing and sine lines, while preventing makeup from sitting in creases.
- Go for cream, Go for a light medium cover foundation (youngblood liquid)great for a natural dewy finish.
- Beware of blush. Its better to opt for blush with a cream formulation and stick to softer pinker tones opposed to orange and brown tints, which have the potential to make you look haggard (cream blush)



- Brows, keep them light natural and understand the brow shape which will help to frame and finish off your look (brow kit)
- The right eye make up can make you look younger and take years from your face. When it comes to eyeshadow hues, go for warm, matte tones, mocha bases and Peachey oranges will create the illusion of well being. A good liquid liner with a line that's drawn as close to your lashes as possible, helps create the illusion of a thicker darker lash line, finally curling your lashes and applying mascara will create definition and add depth to your eyes.
- Lips as we age, we tend to get lines around the mouth area. Use a liner pencil that matches your chosen color to lightly fill the mouth shape to prevent bleeding. Then apply lipstick, lip gloss always look good.



My Routine For Glowing Skin

AM

[Illuma Cleanser](#)

[Illuma Intense
Brightening Serum](#)

[MD Restoring Daily
Defense](#)



1



2



PM

[MD Cleanser](#)

[Hyaluronic Filler](#)

[Stem Cell Serum](#)

[MD Restoring Brightening Cream](#)

3



4





Products I Can't Live Without

- [Ormedic Lip Balm](#)
- [MD Restoring masque](#)
- [The Max Eye Cream](#)
- [MD Retinol Booster](#)
- [Li Lash](#)



Treatments at home

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Treatments at home, how it works!

What is this about you may ask? well its very exciting and I feel we have developed the best system for you to be able to access professional salon services in your own home.

Our Professional Aesthetic Beauty Devices Provides you with a result's Driven, Multi-Technology, Certified Quality assured & Guaranteed product, in order for you to treat, maintain and achieve professional in salon results, in the comfort and safety of your own home, delivered straight to your door. **AND** to make it even better you are provided with your own Virtual Professional Therapist who will help guide and take you through each step of your treatment and give you all the expert advise you need to deliver the treatment effectively.

THE FACIAL PRO OUR 5 Step Facial

Multiple technologies for 360-degree Aesthetic Treatment.

Cleanse, Hydrate, Lift, Regenerate and Sooth.

Utilizing the latest in gold standard **Radio Frequency, EMS, Sonic Ultrasound** and **Light Therapy** technologies to deliver instant & progressive results to lift, tighten, tone, and rejuvenate the skin.

The treatment provides all the benefits of a professional in salon treatment, delivered by one compact tiny handheld device. On purchase of the machine which is drop shipped straight to your door, you will receive guides and recorded tutorials informing you of everything you need to know to carry out this amazing treatment. **AND** it gets even better you will also have access to your own Virtual Therapist to guide you through your treatment process and help you get started.

SMART I-LIFT Our Magic Wand

This magic wand **reduces puffiness & dark circles, tightens & tones, lifts & revitalizes the eye area** instantly!

Using a trilogy of advanced technologies **Sonic Wave** vibration, Adjustable **Thermo-Energy** and **Infra Red-Light** therapy!

This little handheld device can be used anywhere and is a brilliant addition to any skin care routine to boost results.



"Sometimes things fall
apart so that better things
can fall together"

- Marilyn Monroe

CHECK US OUT!

Have you ever felt confused and overwhelmed by the amount of beauty products and treatment options available these days? Have you had disappointing experiences and the product you invested in did not do what it said on the tin? Have you had poor professional advice which has led you to a misleading treatment investment? Are you struggling to make sense of which beauty option is right for you? All sounds too familiar right?

Emalenes Love The Skin Your In, Has been developed to provide you with personalized and trustworthy recommendations and deliver positive experiences that cement relationships. While giving you access to the advice and expertise that you need to invest with confidence.

You can also enjoy:

Our Exclusive **NEW** professional home treatment programs

Our Retail programming and drop ship service

Exclusive skin tutorials

VIP Members Area

AND access to Your own **Virtual Therapist** providing:

Online skin consultations

Customized retail plans

Tailored home treatment programs

Back to the salon programming

To keep updated and find out more you can follow our face book page:

<https://www.facebook.com/Emalenes-Love-The-Skin-Your-In-110122534102460>

Or book your consultation today!

www.emaleneslovetheskinyourin.com

