

YOUR SKIN – AN INSIDER'S VIEW

Why Today's Traditional Creams and Potions are Missing a Vital Factor.

As a young kid in the 70s, young adult in the 80s and 90s and now fast approaching middle age with the downhill slide well in view I've always had an interest in skincare. I remember the skincare 'parties', the brands I'd mix and experiment with all the with hope of that miraculous acne treatment or just to make me look better. We're never satisfied with our looks. It starts right back in those early years. The 80s and 90s brought the search for a perfect tan enhancer then skin damage healer and after sun moisturizer. All the while never realizing I was slathering on a chemical cocktail that has resulted in damaged, marked visibly aged skin. But thankfully that has been fast changing.

Middle age and beyond is now racing up at a horrendous pace and I've thankfully found myself in the health and beauty field being an avid investigator of what is as safe as possible for the health of arguably our most vital organ – the skin.

Confusion Reigns Supreme

For the most of us confusion reigns supreme with the plethora of choice we seem to have in any department store or supermarket. With bottles all so attractively packaged with irresistible promises on the label with not so irresistible pricetags, we also have advice flying at us from everyone from beauty therapists, doctors, dermatologists, cosmetic surgeons and of course newspaper articles. So what do we do? For many of us it's a repeated trial run to find what will work. Will the attractive sales girl with the well made up face, trying her best to get me to hand over \$60 for the face cream really care if my face breaks out in the rash from hell that will necessitate yet another even more expensive trip to the doctor who will put me on more nasty cortisone or steroid cream? I think not.

I acknowledge there are many out there who are not skincare users, who stick to the old soap and water routine of mums era or who may have found their basic

line, are satisfied enough and are sticking to it. But for every woman like that, there's 100 more who are desperately searching to understand the basic ingredients of average cosmetics to make an informed judgement about what they're putting on their face and what it's doing to them over the long haul.

Like Gladwrap, Skin just isn't an outer Covering.

Taking the common sense approach, let's take a look at the skin itself, the body's largest organ. Next to the heart, lungs and brain, the skin is right up there in importance level. Have you noticed every baby and small child seems to have the skin we'd love to find the way *back* to. So what happens to us as time marches on? It's a combination of environment, genetics, diet, stress levels, smoke, alcohol consumption, where and how we're raised and eventually as the damage continues, what we choose to do to rectify that damage.

The skin needs to operate as a 3rd kidney and a temperature regulator.

It's an internal and external body structure and a nervous system. Every internal imbalance shows up in the skin and many outside elements are absorbed straight into the bloodstream via the skin. It's our first line of defence to the barrage of toxins from the outer world.

Let's take that brand new Porsche for example. If you expected it to perform but did only the absolute necessary level of maintenance, like fuel, oil and the odd tyre and let it live outside all it's life how do you feel it would look in 5 years? Not so bad I guess. How about 10 years? Hmm... a little rusty and worse for wear? OK, how about 20 years! Not good. Well, that's what's happening to us. We are literally rusting from the inside and out via free radical damage that comes from the toxic overload from the outside world and the intake from foods, chemicals, the air we breath and stresses on our immune system. So our skin cops a barrage from inside AND out.

We've been bombarded for years through the media to think about what we eat and why we need to put high quality, preferably organic foods, essential fatty acids and good quality vitamins and antioxidants into our bodies to improve function and prevent degeneration and disease. So what are we doing for the outside of our bodies? Why do we continually pour chemicals onto our skin in the vain search for youth?

The Common Skincare 'Cocktail'

If we take a look at a few common ingredients in typical skincare applications we'll get an understanding. Sorborlene is a common one that many doctors will advise us to use when all others fail. Sure it's simple, there's no perfume and it's cheap. It's major content however is mineral oil, a petroleum based product and a derivative of a common element found in bitumen. It has no place on our skin but for years has been a common element in cosmetics to give

our skin that slippery emollient, temporary feeling. Did you know mineral oil actually leaches moisture FROM the skin? Over time we make it worse by washing in soap, which no matter what the content or how pretty it smells, is stripping our skin and leaving scum on it, which by the way is the same scum you use bathroom cleaners to remove from your shower tiles. The mineral oil is washed off, we think we have dry skin, we compound the affect by continuing to slather it on after washing in stripping soap and it becomes a vicious cycle.

Oily or Dry?

How the 'skin type appropriate' cosmetic can make your skin worse.

Another common element in cosmetics which is marketed highly to the young acne prone oily skins is alcohol laden toners, gels and cleansers. What these products do is give the skin a very temporary 'clean' feel while in affect is again actually stripping the good oils. The skin is then 'tricked' into overdoing the sebum secretion once again, the skin feels extra oily and again a vicious cycle is triggered with the constant applications of alcohol laden products. I shudder to remember my own horrific oily skinned acne days and I'd regularly wipe it over with metho or isocol!! Nasty. What these skins need is still high level hydration, nourishment internally and externally and patience. Then of course the vicious cycle continues as the stress and worry over problem skin exacerbates the problem. Treat one symptom and you'll treat the other, eventually getting the bottom of the issue completely.

Now one of the cosmetic industry's major offenders is the preservative systems that have been used over the years. Unfortunately they've been a necessary evil, as all cosmetics must be preserved to prevent microbial growth and allow a shelf life. And up until recently the only preservative systems known to cosmetic scientists have been the use of parabens, formaldehyde releasing agents, volatile oils and alcohol which is just some of the 'scaries'. None of which you really want on your skin if you know it's going to be absorbed into the blood stream. To find out if what you're using contains parabens, take a look at the ingredient list on the products you have and you will see the words 'ethyl, methyl and butylparaben'. Do your own research and you'll soon learn about the recent scientific findings on these ingredients. Parabens have recently been linked to breast cancer tumours. There's a lot of information readily available to support this.

The endless search for Natural or Organic Skincare Products

This leads to many people saying they insist on using 'natural or organic' skincare only. Don't get me wrong, plant extracts are certainly necessary for the health of the skin, but hereto we can face problems. 'All natural' labeling is very misleading marketing. Imagine your own concoction of foods and plant extracts left in the fridge. Once they start to turn do you really want to put it

on your face? "Natural" defines the source of the ingredient but does it prove to deliver any good results to the skin? Peppermint, peanuts, menthol, witch hazel are all 'natural' ingredients commonly found in skincare lines but are known irritants. Peanuts to some are deadly. Do you still want it on your face? Many poisons are also plant derived. So we need to use common sense and knowledge when putting product on such an important organ.

Your skincare needs to address 2 key issues which are the same key issues with everything that goes on the inside of the body.

1. Does it address the free radical damage that occurs daily?

- i.e. does it have sufficient antioxidants in it's formula to address damage that occurs as soon as we walk out the door and,
- does it address current damage done and have a molecular formula to heal it?

2. Does it feed and nourish the cell within the skin?

- Is it nutrition based?
- Does it address the cellular nutrition needs of the skin
- Does it contain high level vitamins specifically focused toward the skin?

I can remember going into a high end beauty salon in Singapore and looking at a pot of cream in a very attractive jar and after my rather expensive facial treatment I asked the girl behind the counter a question. She was trying hard to sell me this jar of cream for over \$100. I asked her 'what's in it to make it so expensive? What will it do for me?' A simple question I would imagine for a beauty therapist. Her answer was 'it's a 24 hour cream'. (It's name was actually 24 hour cream). OK, I thought. That's obvious. When any cream goes on your face, surely it would last 24 hours before you wash it off. "So what is it about the 24 hours that makes it so special and worth more than \$100? What's actually in it?" I asked again. Still... she couldn't tell me. 'It's very very good, will work 24 hours' is all she could say. I was amazed this cream for it's cost didn't have an educated saleswoman behind it. Or maybe she thought 'silly tourist - she'll buy anything'.

More companies today, thank heavens, are addressing the antioxidant content of their lines but there are very few out there who can really address the cellular nutrition requirements of the skin. You need to source the masters of cellular nutrition and I'm so pleased to say I've been working very closely with the company that heads up cellular nutrition for the last 7 years.

Just a few effective antioxidants to look for in your skincare are alpha-lipoic acid, green tea and grapeseed extract. If your products don't have any or at least 1

of these ingredients you're doing yourself more damage than good. If it has all three and more, stick with it.

When you want to address the nourishment at a cellular level have a good look at who is at the helm of the company who owns your product. Cosmetic scientists and glamorous cosmetic houses and marketing all have their place, but are they masters of the human cell?? After all, what is beautiful skin but healthy skin??

Written by Anne Noonan – "Healthpreneur"

Call for any further information on how to obtain the world's leading cellular nutrition for the skin call 07 3871 0626 or 0417 761 998 or email annen@tpg.com.au for loads more information on what the skin needs for optimal health.

For more information on the effects of oxidation, stress and the effects of high level nutrition on our health and potential disease head back to www.my-health-secrets.com/oxidation.html

For sports lovers, serious athletes and weekend enthusiasts there's a wealth of fantastic information at www.my-health-secrets.com/fitness.html
