



CHOOSE PREVENTION, PROTECTION AND CORRECTION *that's right for you*

EVERYONE'S SKIN
IS UNIQUE AND
CHANGES WITH
AGE. THAT'S
WHY YOU NEED
A PERSONALISED
SKINCARE
REGIMEN

To maintain and improve the health of your skin, an effective skincare regimen should contain three fundamental elements:

prevention, protection and correction. The right products to choose should be designed to prevent future damage, protect healthy skin and correct previous damage. Plus, they should be backed by science.

When looking at prevention, good skincare habits are paramount. We are noticing an increased interest in protecting the skin and maintaining its health from early adolescence, which is a great first step. Moisturisers, cleansers and scrubs are still trending, while healthy eating and less smoking are quickly catching up.

However, there is no one-size-fits-all. Each product used should be chosen according to your skin type and the needs of your skin.

Over time, regardless of lifestyle, our skin begins to change. Signs of aging may appear, and fine lines, wrinkles, discoloration and loss of elasticity can become more visible. These signs can be the result of collagen breakdown, slower cell turnover and loss of moisture. Damage is intensified by sun exposure,

environmental elements and smoking. A strong preventive programme is critical.

Trends for 2019 are indicating that fewer people will be buying high-end skincare products without first consulting with their doctor and going for a skin analysis, such as VISIA. This is a practical way to find out what your skin looks like from the inside. The scan will help you find your skin's strengths and weaknesses, and analyse opportunities for improvement.

It is really important to measure pigmentation, pore size, porphyrins (evidence of bacteria lodged in pores, which may lead to acne), UV spots, sun damage, texture and wrinkles. With this quantitative assessment of your skin, your doctor can then both prescribe a skincare treatment designed specifically for your unique complexion profile and track progress and treatment outcomes over time. For example, if your skin looks dry and shows signs of sun damage, your doctor may prescribe a chemical peel, but again, the level of concentration of the chemical peel will also depend on the needs of your skin.

We should all adopt a customised skincare regimen. The first step is to develop good skincare habits; then you should find out exactly what your skin needs so that you can start caring for it the right way. This way you'll always put your best skin forward.



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