

AS SEEN IN Money & Wealth

beauty

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Hitting the snooze button

The science of skincare

Have friends and co-workers returned from their vacations looking a little *too* rested? With the desire to be in our prime forever, everyone seems to be searching for the gleaming golden ticket to the fabled fountain of youth. From ubiquitous *Botox* injections to invasive surgery, today's youth-pilgrims will stop at little to turn back the clock. Regrettably, these guarantees often turn out to be as mythical as the age-reversing waters. Still, that doesn't mean we have to abandon the quest – taking the time to make enlightened skincare decisions can go a long way in fighting the *tic toc* of the clock.

We've come a long way, baby

In his book "Beyond Botox," Dr. Ben Kaminsky, pharmaceutical and dermatological chemist as well as the founder of *B. Kamins Chemist* skincare, strongly cautions that there is no magic pill...or needle. "The key to restricting skin damage throughout a lifetime is limiting the environmental damage caused by exposure to the sun, wind, pollution and other elements," he explains from his Montreal laboratory. However, thanks to advanced knowledge of the skin's structure, and to groundbreaking science in "cosmeceuticals" – hybrid preparations of cosmetics and pharmaceuticals – effective topical treatments are readily available and increasingly effective in the fight against environmentally-precipitated aging. The following synopsis indicates how a selection of cosmeceutical ingredients function so as to deliver benefits to the skin.

Moisturize: One of the skin's primary functions is to act as a barrier, protecting organs and vital structures from damage. This barrier function is fundamentally related to the skin's hydration level. Help your skin fulfill its role by choosing an effective moisturizer. Kaminsky recommends urea or glycerin-based products to provide essential hydration to delicate, aging skin.

Exfoliate: Exfoliation plays an important role in skin's youthful appearance, as it rids the skin of dull, dead skin cells. Cell

turnover in young, supple skin takes anywhere from 7 to 14 days where turnover can take up to a month in matured skins. "By adding the right ingredients – glycolic acid, for example – we can increase turnover speed and normalize cellular repair," asserts Kaminsky.

Protect: We all know that sun is the skin's worst enemy, but with skin cancer rates rising and the golden bronze look still so popular, reiteration is unavoidable. Repeated sun exposure and aging depletes the body's anti-oxidant content, resulting in free radicals that attack cellular lipids, proteins, DNA and mitochondria. Antioxidants, like vitamin E and green tea, help to combat harmful, wrinkle-causing free radicals.

Nurture: Of course, nobody can rely solely on products to stay young-looking – the skin's condition echoes the body's overall health and vigor. Our lifestyle choices – nutrition, exercise, sleep and stress levels – are ultimately reflected in our faces.

"Beautiful, sexy, age-appropriate skin is about long-term choices," maintains Kaminsky. "If you make the right lifestyle and product choices, you can keep youthful skin throughout your forties, fifties, sixties and beyond."

Covetable creams, serums and more

Women have traditionally had a profound weakness for beauty elixirs. Whether the allure lies in the gorgeous bottles and tubes, invigorating scents, or promises that incite wrinkles to pull a disappearing act, we'll happily admit our affinity for luxury skincare. Not wanting to be left behind, men are quickly developing their very own skincare love affair. Three parts science, one part glamour, today's avant-garde luxury skincare definitely lives up to the hype! **MW**

For more information, see "Beyond Botox: 7 Strategies for Sexy, Ageless Skin Without Needles or Surgery" by Ben and Howard Kaminsky, published 2006, Springboard Press, \$29.99, hardcover, www.bkamins.com

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Repair

The damage may be done, don't sit back and accept it! Innovative serums containing potent ingredients give skin a second (third, or fourth) chance.



Photo: Daniel Kudish