



SKIN IS IN, CULTIVATING BEAUTY FROM YOUR 20S TO YOUR 60S

Whether we pay attention or not, skin has a life of its own. Its power to hold onto moisture and produce collagen starts to diminish early in your 20s. Skin is your largest organ and works hard on our behalf, treat it with care. The good news is that today's beauty market is overflowing with effective skincare brands. Consumers are more educated than ever, both on ingredients and customized routines. Age gracefully by investing in your skin and give it a fighting chance by consulting with the experts. This means your aesthetician, your dermatologist and your friends. Yes, your friends (especially those with consistently radiant skin) might have the hero product or treatment you are looking for. Start a skincare discussion and see for yourself.

I consulted with [Dr. Amy Perlmutter](#), a board-certified Dermatologist with New York Dermatology Group (Manhattan's sought-after practice with celebrity clientele). Dr. Perlmutter explains how skin ages from your 20s to your 60s. My personal and biggest takeaway is to use SPF every single day, incorporate retinol into my routine and never skip a gentle dab of eye cream.

20's – The natural aging process begins mid to late 20s when collagen production starts to decrease. Incorporating an alpha hydroxy acid will help exfoliate the skin and stimulate collagen renewal. Microdermabrasion treatments can be incorporated as a mechanical means of skin exfoliation depending on skin type and sensitivity. Sunscreen with a minimum SPF of 30 should be worn every day. Getting in to a sunscreen routine will help prevent cosmetic signs of skin aging and skin cancer.

30's – As collagen production slowly declines, thinner skin often first becomes noticeable around the delicate skin of the eyes. Fine lines may start to develop, and the skin can become drier due to diminished functioning of the sweat and oil glands. Skin cell turnover also slows leading to the common complaint of "dull appearing skin". To help combat these changes, it is helpful to incorporate an over the counter retinol or prescription strength retinoid which will help prevent, as well as treat any fine lines or pigmentation that may be starting to appear. An eye cream is also a worthwhile addition – especially ones with nourishing and collagen stimulating properties. Botox and laser toning are also considerations.

40's – As estrogen levels decline and oil production decreases, the skin may appear to lose its glow and fine lines become more apparent. Over the counter retinols or prescription strength retinoids can be incorporated into skin care regimen to improve skin cell turnover, help with luminosity, fine lines and collagen production. Antioxidants are helpful to protect against environmental damage and hyaluronic acids are a good addition for improving skin hydration. Lifestyle choices such as regular exercise, adequate sleep, and a healthy diet contribute to healthy skin. Botox, fillers, and collagen stimulating lasers become important.

50's/60's & Beyond – The skin's elasticity dramatically declines in the 50's and the skin also becomes drier so the focus should be on skin hydration and collagen stimulation but also keeping in mind skin cell turnover to maintain brighter tone and texture. A gentle cleanser that won't dry out the skin, a daily moisturizer with SPF, a peptide rich serum to promote cell renewal, an antioxidant product to stimulate collagen and combat oxidative damage, and a hyaluronic acid product to lock in extra moisture should be considered. The key is to find a good balance between the above products in addition to using an alpha hydroxy acid and retinoid that may be drying but are beneficial for anti-aging and skin tone. Fillers are used as a source of volume restoration and hydration, botox for dynamic rhytides, and lasers for sun damage, tightening, and to improve skin integrity are often used amongst this age group.