

Navigating the World of Anti Aging Skin Care Products

Contributed by Admin
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According to NY Dermatologist Roy Geronemus, "We're seeing many more women with sun damage at earlier ages today, and the number of young women with skin cancer is startling." From age spots to skin tightening, and broken blood vessels to skin discoloration, the market for anti aging skin care products is booming. However, many consumers aren't sure where to start. Which is better? A \$10 generic anti wrinkle cream, a \$65 high-end wrinkle reducer, or a \$500 laser procedure?

As we age, not only are we exposed to more cumulative sunlight, which is responsible for 90% of all skin changes, but there is a breakdown of DNA, collagen, elastin, hyaluronic acid and other supporting molecules in the dermis. Into our fifties, oil glands will secrete less frequently, and we'll experience uncomfortable skin tightening, in addition to noticing lines and wrinkles. When shopping for anti aging skin products, don't overlook the importance of a daily moisturizer. In fact, moisturizers can help restore the skin's elasticity, easing wrinkles and creating softer, smoother skin. Ingredients like petrolatum, glycerin, hyaluronic acid and cyclomethicone encourage your skin's water retention. Many dermatologists also recommend Vaseline Petroleum Jelly Cream, avoiding hot or frequent showers and substituting bar soap with a moisturizing body wash.

You may have also noticed a wrinkle reducer cream among the skin care products. These are generally comprised of cell damage reversing antioxidants like vitamin A (retinoids), B, C or E that are intended to neutralize free radicals and stimulate your body's natural collagen production. As you know, collagen injections are a popular and relatively inexpensive way of bolstering your skin's rejuvenation process. You can try Neutrogena's Healthy Skin Anti Wrinkle Cream, Retinol or L'Oreal's Line Eraser. Alpha Hydroxy Acids are a less potent first line defense against skin aging and Peptide products like StriVectin, Olay's Regenerist Serum or Estée Lauder's Perfectionist are cosmeceuticals that also stimulate natural collagen production.

Skin aging is not always caused by skin tightening. Another sign of aging is the emergence of acne, age spots or skin discoloration. For this, topical retinoids may calm a skin breakout caused by fluctuating hormones. Alpha or Beta Hydroxy exfoliants can encourage skin cell turnover, revealing more radiant skin. Hydroquinone is an effective skin bleaching cream that gradually removes age spots too. For severe cases, a dermatologist may be able to do a microdermabrasion procedure for about \$200, sanding off dead cells to stimulate younger looking skin development. Laser surgery is a more expensive procedure that essentially does the same thing but offers less risk of scarring or skin damage.

Many consumers are befuddled by the wide ranging prices of anti aging skin care products. Most dermatologists concede that younger looking skin can be achieved with the average products you'd find at a supermarket, such as Cetaphil, Neutrogena and Oil of Olay. "If you want to pay so that when someone walks into your bathroom they see a \$400 jar of face cream on your shelf, that's what you're paying for," says Dr. Vesna Petronic-Rosic, assistant professor of dermatology at the University of Chicago. "[But] if you put Cetaphil on your skin every day, twice a day, it's going to achieve the same effect." They add that a lot of the "cost" in cosmetics is the packaging and advertising, or sometimes difficult to prepare ingredients, which, by the way, aren't any more effective in skin regeneration.