

urban glow

SKIN + BEAUTY

SIX
SECRET
ANTI-AGEING
SKINCARE INGREDIENTS
TO KEEP YOU LOOKING
YOUNGER FOR LONGER

Discover the powerful combination of active ingredients the industry professionals, use to reverse the signs of ageing. Guaranteed happy and healthy skin.

INSIDER SECRETS



Which Can Help Keep Your Skin Look Younger For Longer, In As Little As 4 Weeks

At Urban Glow, we've got our fingers on the pulse of the skin care industry, and we've picked up a secret or two during our time. Here are just a few gems that you can use to keep your skin looking younger in as little as 4 weeks.

By using a combination of these 6 powerful active ingredients we can dramatically increase hydration levels, even out complexion, plump out fine lines and wrinkles whilst preventing more from occurring.

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SIX SECRET ANTI-AGEING SKINCARE INGREDIENTS
TO KEEP YOU LOOKING YOUNGER FOR LONGER

HYALURONIC ACID

A good quality hyaluronic acid is a **MUST** in any skincare routine, and no I am not talking about one from the supermarkets or the pharmacy shelves. You need a high concentrate Hyaluronic acid to see a real difference. This incredible active needs to be applied directly after washing your face before any other products. It binds and latches on to water already in your skin giving a plumping effect, it helps with the delivery of other active ingredients by creating a scaffold like structure in the tissues allowing them to grow and heal.

It will then further the effects of any other products which you apply to your skin. Hyaluronic acid should be used twice a daily, and is safe and suitable for all skins.

Hyaluronic acid is a naturally occurring substance found in the human body, particularly in the skin, joints, and connective tissues. It plays a crucial role in maintaining skin hydration, elasticity, and overall health. Here is a full description of hyaluronic acid and how it works on your skin:

Hydration: One of the key functions of hyaluronic acid is its ability to attract and retain moisture. It has an exceptional capacity to hold up to 1000 times its weight in water. When applied topically or injected into the skin, hyaluronic acid forms a moisture-binding barrier, helping to keep the skin hydrated, plump, and supple.

Skin Barrier Protection: Hyaluronic acid helps to strengthen the skin's natural barrier function. It forms a protective layer on the skin's surface, preventing moisture loss and shielding the skin from environmental aggressors such as pollution and UV rays. This barrier function helps to maintain optimal skin health and prevent dryness and irritation.

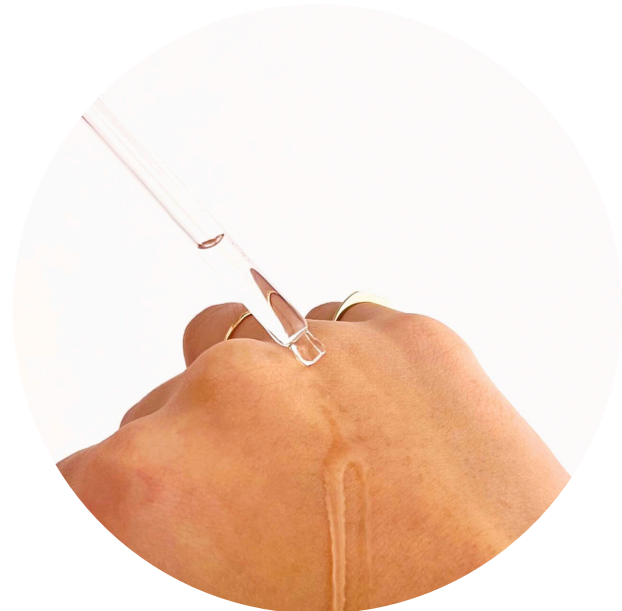
Wrinkle Reduction: As we age, the natural production of hyaluronic acid in our bodies decreases, leading to the loss of skin elasticity and the formation of wrinkles and finelines. By replenishing hyaluronic acid levels in the skin, either through topical application or dermal fillers, it can help to plump up the skin, smooth out wrinkles, and restore a more youthful appearance.

Collagen Synthesis: Hyaluronic acid also plays a role in collagen synthesis. Collagen is a protein that provides structure and support to the skin. By stimulating collagen production, hyaluronic acid helps to improve skin firmness and elasticity, reducing the appearance of sagging skin and promoting a more youthful complexion.

Soothing and Anti-Inflammatory: Hyaluronic acid has soothing and anti-inflammatory properties, making it suitable for sensitive or irritated skin. It can help to calm redness, reduce inflammation, and alleviate skin conditions such as eczema and dermatitis.

Improved Texture: Regular use of hyaluronic acid can lead to improved skin texture. It helps to smooth out rough patches, refine the skin's surface, and minimize the appearance of pores, resulting in a smoother and more even complexion.

Regular use of hyaluronic acid can help to improve skin hydration, reduce the signs of aging, and promote a healthier and more radiant complexion.



RETINOL

Although an essential ingredient to our anti-ageing cocktail, Retinol is something that must be introduced in the correct way and can be a slow process to begin with. The three main factors you must know about Retinol, its only pure retinol if it is bright yellow. When using retinol, it is important to start with a low concentration, mixed in to your moisturiser and gradually increase usage to allow your skin to adjust. It is also crucial to use sunscreen during the day as retinol can increase skin sensitivity to the sun.

SO what is this magical product....

Retinol is a derivative of vitamin A and is widely recognized as one of the most effective ingredients in skincare. It has been extensively studied and proven to provide numerous benefits for the skin.

Skin Renewal: Retinol works by increasing the rate of cell turnover in the skin. It stimulates the production of new skin cells, which helps to replace older, damaged cells with fresh ones. This process leads to a more youthful and radiant complexion.

Collagen Production: Retinol stimulates the production of collagen, a protein that provides structure and elasticity to the skin. As we age, collagen production naturally declines, leading to the formation of wrinkles and sagging skin. By boosting collagen synthesis, retinol helps to improve skin firmness and reduce the appearance of fine lines and wrinkles.

Anti-Aging Effects: Retinol is highly effective in reducing the signs of aging. It helps to diminish the appearance of age spots, hyperpigmentation, and sun damage by promoting the shedding of pigmented skin cells and encouraging the growth of new, evenly toned skin.

Improved Texture: Regular use of retinol can lead to smoother and more refined skin texture. It helps to exfoliate the skin's surface, removing dead skin cells and promoting a smoother, more even skin tone. This can also help to minimize the appearance of pores.

Enhanced Hydration: Retinol can improve the skin's ability to retain moisture by strengthening the skin barrier. It helps to prevent water loss from the skin, resulting in a more hydrated and plump complexion.

Sun Damage Repair: Retinol has been shown to repair some of the damage caused by exposure to the sun's harmful UV rays. It can help to reverse sun-induced skin aging, reduce the appearance of sunspots, and improve overall skin tone.

Overall, retinol is a powerful ingredient that offers a wide range of benefits for the skin. Its ability to promote cell turnover, boost collagen production, and improve skin texture makes it a popular choice for those seeking to address signs of aging.



B3 (NIACINAMIDE)

calming active which helps with the skin's overall barrier function, locking in moisture and sealing out harmful pollutants. B3 is a water-soluble vitamin that offers numerous benefits for the skin. It is a versatile ingredient that is suitable for all skin types.

Here is a full description of B3 and how it works on your skin:

Moisture Retention: B3 helps to improve the skin's natural moisture barrier, preventing water loss and maintaining optimal hydration levels. It enhances the skin's ability to retain moisture, resulting in a plump, supple, and well-hydrated complexion.

Skin Brightening: B3 has skin-brightening properties that can help to even out skintone and reduce the appearance of hyperpigmentation, dark spots, and discoloration. It inhibits the transfer of melanin, the pigment responsible for skin colour, resulting in a more radiant and luminous complexion.

Anti-Aging Effects: B3 has anti-aging properties that can help to reduce the signs of aging. It stimulates collagen production, a protein that provides structure and elasticity to the skin. By boosting collagen synthesis, B3 helps to improve skin firmness, reduce the appearance of fine lines and wrinkles, and promote a more youthful complexion.

Anti-Inflammatory and Calming: B3 has anti-inflammatory properties that can help to calm and soothe irritated or inflamed skin. It can be beneficial for conditions such as acne, rosacea, and eczema, reducing redness and promoting a healthier skin barrier.

Protection Against Environmental Damage: B3 has been shown to protect the skin against environmental damage, including UV radiation and pollution. It helps to strengthen the skin's natural defence mechanisms, reducing the impact of external aggressors and promoting overall skin health.

B3 is a well-tolerated ingredient that can be used in various skincare products, including serums, moisturisers, and masks. It is suitable for most skin types, including sensitive skin. B3 can be used alongside other active ingredients, such as retinol and vitamin C, to enhance their effectiveness and provide additional benefits to the skin.

Regular use of B3 can help to improve skin hydration, reduce the signs of aging, brighten the complexion, and promote a healthier and more balanced skin barrier. It is a versatile and essential ingredient in skincare routines for achieving a smooth, radiant, and youthful-looking complexion.



VITAMIN C

Vitamin C, also known as ascorbic acid, is a powerful antioxidant that offers numerous benefits for the skin. Most of us have been taking vitamin C in some form since we were kids, either in the food we eat or as a supplement. But vitamin C works exceptionally well when applied topically to the skin.

Here is a full description of vitamin C and how it works on your skin:

Antioxidant Protection: Vitamin C is a potent antioxidant that helps to neutralise free radicals, which are unstable molecules that can damage skin cells and accelerate the aging process. By reducing oxidative stress, vitamin C helps to protect the skin from environmental aggressors such as pollution, UV rays, and toxins.

Collagen Synthesis: Vitamin C plays a crucial role in collagen synthesis, a protein that provides structure and elasticity to the skin. It is essential for the production of collagen, which helps to maintain skin firmness and reduce the appearance of wrinkles and fine lines. Vitamin C also helps to stabilize and protect existing collagen fibres, promoting a more youthful and plump complexion.

Brightening and Even Skin Tone: Vitamin C has skin-brightening properties that can help to fade darkspots, hyperpigmentation, and uneven skin tone. It inhibits the production of melanin, the pigment responsible for skin colour, resulting in a more even and radiant complexion.

Sun Damage Repair: Vitamin C has been shown to repair some of the damage caused by exposure to the sun's harmful UV rays. It can help to reduce the appearance of sunspots, sunburn, and photoaging. Additionally, vitamin C can enhance the effectiveness of sunscreen when used in combination, providing an extra layer of protection against UV damage.

Anti-Inflammatory Effects: Vitamin C has anti-inflammatory properties that can help to calm and soothe irritated or inflamed skin. It can be beneficial for conditions such as acne, rosacea, and eczema, reducing redness and promoting a healthier skin barrier.

Enhanced Hydration: Vitamin C helps to improve the skin's ability to retain moisture by strengthening the skin barrier. It aids in preventing water loss from the skin, resulting in a more hydrated and plump complexion.

Enhanced Absorption of Other Ingredients: Vitamin C can enhance the absorption and effectiveness of other skincare ingredients. It helps to improve the penetration of active ingredients into the skin, maximising their benefits and overall efficacy.

Vitamin C is available in various forms, including serums, creams, and masks. It is suitable for most skin types, but individuals with sensitive skin may need to start with lower concentrations and gradually increase usage. It is important to note that vitamin C is sensitive to light and air, so it is best to choose products packaged in opaque containers and store them in a cool, dark place.

Regular use of vitamin C can help to improve skin texture, reduce the signs of aging, brighten the complexion, and protect the skin from environmental damage.



SPF

The biggest contributor to ageing skin is UVA & UVB rays. you might think that you only need to apply SPF if you are in the sun, but that is completely wrong!! These harmful rays are around us all the time so wearing an SPF must become part of your daily routine, especially when you're using retinol. SPF stands for Sun Protection Factor, and it refers to the level of protection a sunscreen provides against the sun's harmful ultraviolet (UV) radiation. Here is a full description of SPF and why it is important to protect the skin against aging:

Protection Against UV Radiation: The sun emits two types of harmful UV radiation that reach the Earth's surface: UVA and UVB rays. UVA rays penetrate deep into the skin, causing long-term damage and premature aging, while UVB rays primarily affect the outer layers of the skin, leading to sunburns. Both types of UV radiation can contribute to skin aging.

Prevention of Photoaging: Exposure to UV radiation is one of the primary causes of premature skin aging, known as photoaging. UV rays can break down collagen and elastin fibres in the skin, leading to the formation of wrinkles, fine lines, sagging skin, and uneven skin tone. By using SPF, you can help prevent or minimise the signs of photoaging.

Reduction of Hyperpigmentation: UV radiation can trigger the over production of melanin, resulting in the formation of dark spots, freckles, and other forms of hyperpigmentation. Regular use of SPF can help prevent the development of these skin discolorations and maintain a more even skin tone.

Maintenance of Skin Health: Protecting your skin against aging is not just about maintaining a youthful appearance; it is also about preserving overall skin health. UV radiation can weaken the skin's natural barrier function, leading to dryness, sensitivity, and a compromised skin barrier. SPF helps to maintain the integrity of the skin, keeping it hydrated, resilient, and less prone to irritation.

Prevention of Darkening of Existing Scars: UV radiation can cause existing scars to darken and become more noticeable. By applying SPF to scars, you can help minimize their visibility and promote their fading over time.

Incorporating SPF into your daily skincare routine is essential for maintaining youthful, healthy-looking skin and preventing premature aging. Choose a broad-spectrum sunscreen with an appropriate SPF level (typically SPF 30 or higher) and apply it generously to all exposed areas of your skin, including your face, neck, hands, and any other areas that may be exposed to the sun. Reapply every two hours or more frequently if you are sweating or swimming.

Remember, protecting your skin against aging is a lifelong commitment, and SPF is a vital tool in your skincare arsenal. When choosing an SPF product, it is crucial to select one that offers broad-spectrum protection, meaning it protects against both UVA and UVB rays. UVA rays are present throughout the year and can penetrate glass, while UVB rays are more intense during the summer months. Broad-spectrum protection ensures that your skin is shielded from both types of UV radiation, providing comprehensive defence against skin damage and aging.





EFA'S

Essential fatty acids (EFAs) are a group of polyunsaturated fats that are crucial for maintaining optimal health, including the health of your skin. These fats cannot be produced by the body and must be obtained through diet or supplementation. Two key types of EFAs that play a significant role in skin health are omega-3 and omega-6 fatty acids.

Omega-3 fatty acids, such as alpha-linolenic acid (ALA), eicosapentaenoic acid (EPA), and docosahexaenoic acid (DHA), are known for their anti-inflammatory properties. They help reduce inflammation in the body, including the skin, which can be beneficial for various skin conditions such as acne, eczema, and psoriasis. Omega-3s also support the skin's barrier function, helping to retain moisture and improve hydration levels, resulting in a smoother and more supple complexion.

Omega-6 fatty acids, such as linoleic acid (LA) and gamma-linolenic acid (GLA), are essential for maintaining the integrity of the skin's outer layer, known as the epidermis.

They help to strengthen the skin's barrier function, preventing moisture loss and protecting against environmental stressors. Omega-6s also play a role in regulating inflammation and promoting healthy cell turnover, which can contribute to a more youthful and radiant complexion.

When EFAs are deficient in the body, it can lead to various skin issues. Dryness, rough texture, redness, and increased sensitivity are common signs of EFA deficiency. By incorporating EFAs into your skincare routine, you can help address these concerns and promote overall skin health.

Topical application of essential fatty acids can be beneficial for the skin as well. Skincare products containing omega-3 and omega-6 fatty acids can help nourish and moisturise the skin, improve its barrier function, and reduce inflammation. These products can be particularly helpful for individuals with dry, sensitive, or inflamed skin conditions.

In summary, essential fatty acids are vital for maintaining healthy skin. They support the skin's barrier function, reduce inflammation, improve hydration, and promote a more youthful and radiant complexion. Whether obtained through a balanced diet or incorporated into skincare products, EFAs play a crucial role in achieving and maintaining optimal skin health.

SUMMARY

Now you are probably thinking OMG I don't want to have to start using ANOTHER 6 products after my cleanser, toner and exfoliator BUT you can get products which combine multiple of these ingredients in the same product.

So to sum up the best way to keep the lines and wrinkles at bay, incorporate these powerful actives in to your everyday skin care routines, look for high concentrates of these actives in your products and wear your SPF everyday even if the sun is not out!



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