

# AGES OF BEAUTY

Future-proof your look from your 20s to your 60s with our time-fighting face, body and life tricks **By Lauren Ezekiel & Jo Usmar**



20s

You're as naturally glowing as Emma Stone (right), 24, and Emma Watson

(below), 23, and have time on your side. But make sure your party-packed lifestyle doesn't leave you looking older than you are.

## FACETIME

**Always** double cleanse. "To fight breakouts, use an oil cleanser to pick up grime," says skin expert Nichola Joss. "Follow with a cream-based product such as Sanctuary Polishing Hot Cloth Cleanser, £10.50 (1) to remove remaining dirt and soothe."

**Never** skip toner. It restores skin's pH levels and removes any residue

from cleansers, which can cause blemishes. Plus, it closes pores for an even complexion. We heart Simple Soothing Toner, £2.

**Invest** in a face scrub. Skin turnover is at its quickest in your 20s, so unblock pores and ditch dead skin cells by exfoliating two to three times a week with St Ives Elements Olive Scrub, £4.99.

**Ditch** face wipes. They may be handy, but they tend to contain harsh chemicals that can irritate and dry out young skin. Instead, remove make-up with a micellar water such as Bioderma Sensibio H2O, £4.50.

## BODY WORK

**Always** use a body moisturiser every day. "Your 20s is the time to take preventative measures," explains Jergens' head of product development, Kelly Dobos.

**Never** go in the sun without SPF. Dermatologist Dr Veronique Simon warns: "Ensure you don't burn as it causes deeper damage to the skin, resulting in pigmentation in later life."

**Invest** in an exfoliating treatment. This will banish dry skin, give you a glow *and* fight cellulite by boosting blood flow. Treat yourself to Elemis Lime and Ginger Salt Glow, available at salons nationwide, from £40.

**Ditch** scolding showers and baths. If the water is too hot, it can prematurely dry and shrivel the skin. Wash with lukewarm water instead.

## LIFE LESSONS

**Always** hit the gym. "You'll lose up to 1lb of muscle a year in your late 20s, so do weights to build them up and keep them lean," says Zana Morris of London training club The Library.

**Never** get hooked on caffeinated energy drinks. Nutritionist Kim Pearson warns: "Large doses can cause high blood pressure, vomiting and a raised heart rate."

**Invest** in Pilates classes. You'll tone your body *and* clear your mind. "Pilates teaches you how to zone out and gain perspective," explains Zana.

**Ditch** sweets. The Haribo has to go, as the more sugar you have in your blood, the older you look\*. Go for antioxidant-packed fresh berries instead.



Stockists: Bioderma (Esential.com), Elemis (Time2spa.co.uk), Sanctuary (Boots.com), Simple (Superdrug.com), St Ives (Boots.com) Source: \*1 before University Medical Centre, Netherlands For info, visit Kim.pearson.co.uk, TheLibrary gym.co.uk





# 30s

**You're sassy and sorted, but life can get stressful with family and career pressures, which can age your face and body. But make like Jessica Alba (left), 32, and Eva Longoria (below), 38, to stay ever-young.**

## FACETIME

**Always** use a serum. Research by L'Oréal found that we start to show signs of ageing at 37, so fight back by applying a super-hydrating serum under your moisturiser. We love Lancôme Advanced Génifique Youth Activating Concentrate, £58 (2), which uses gene technology to leave skin more radiant and supple.

**Never** have a chemical peel. "This treatment works by burning the skin and can destroy its elastic fibres," says dermatologist Veronique Simon. "These fibres need to be preserved to prevent the ageing process."

**Invest** in a vitamin C facial. This hero nutrient brightens skin and fights fine lines. Murad offers the best range of vitamin C facials, available at salons nationwide. Our fave is the Murad Vitamin C Infusion Facial, from £50, at Pro Hands, London, which uses tapping to boost the skin

- and relax you!

**Ditch** expensive cleansers. "While some products are worth spending on in your 30s, pricey cleansers aren't," says Veronique. No7 Beautiful Skin Melting Gel Cleanser, £9, will clean out your skin, but

not your bank account.



## BODY WORK

**Always** brush up. Beat the dreaded orange peel by using The Body Shop Body Brush, £8, once a day, sweeping it all over your body. Always brush towards

your heart, starting at the soles of the feet and working upwards, as this will boost blood flow.

**Never** forget to moisturise. Skin begins to lose elasticity in your 30s, so keep yours supple by slathering on a rich body lotion every morning.

**Invest** in an anti-cellulite product. "As we age, collagen and elastine proteins in the skin get weaker, allowing enlarged fat cells to protrude. This creating the dimpled appearance," explains Kelly Dobos. Keep the bumps at bay with Clarins Body Lift Cellulite Control, £36.

**Ditch** DIY hair removal. While they cost more, waxing or epilating last longer and can encourage hair to grow back thinner. Or, for a long-term fix, consider laser treatments. prices start at £70 at branches of The Private Clinic around the UK.

## LIFE LESSONS

**Always** exercise your core.

"Pregnancy and childbirth may weaken your abs, so it's vital to strengthen this area," says personal trainer Jo Ebsworth. "Plus, sturdy abs also means a strong back in the future, whether you have kids or not."

**Never** drink alcohol every day. "The time it takes for the body to recover after drinking increases from your 30s onwards, so make sure you have at least two alcohol-free days per week," advises Kim. "When you drink, stick to a small glass of wine or a spirit and low-cal mixer, such as a vodka, lime and soda."

**Invest** in online food shopping. "It's all about time management in your 30s, so do the grocery shop from your desk in your lunch hour," suggests nutritionist Kim Pearson. "You're less likely to be tempted by junk food."

**Ditch** the same old fitness routine. "It's likely you'll have got into a set exercise pattern by this age," says Jo. "This means you may only be working one or two muscle groups, which in turn slows down your metabolism. Try a new sport or class to rev things up again." →



Stockists: Clarins (clarins.co.uk), Lancôme (selfridges.com), No7 (boots.com), The Body Shop (thebodyshop.co.uk) For info, visit: [j2z.go.co.uk](http://j2z.go.co.uk), [prohands.co.uk](http://prohands.co.uk)



# 40s

In this decade, skin starts to lose its elastin and collagen supplies. But as J-Lo (right) and

Catherine Zeta-Jones (below), both 43, prove, you can stay looking fab with a little know-how.

## FACETIME

**Always** use an eye cream. "In your 40s, skin becomes more delicate and dry, especially around the eyes, where ageing often shows first" says skin expert Nichola Joss. "A lightweight eye cream can lift skin and reduce fine lines."

**Never** wear too much foundation. It's tempting to hide lacklustre 40-something skin under layers of make-up, but going for a more natural base will actually make you look younger. Opt for a BB cream such as Philosophy Be Your Best BB Cream, £22.50 (3), which brightens and covers imperfections while allowing skin to breathe.

**Invest** in a luxe at-home peel. "A DIY face peel will plump up the skin by encouraging cell renewal with natural, more gentle, active ingredients," says dermatologist Veronique. "Simon Therapie Gold Acid Free Micropeel, £120, is the first

peel on the market to be acid free but still speed up cell turnover and renew the skin." It may be pricey, but its patented Phytocytes make it worth the splurge by buffing away dead skin cells and stimulating skin-cell

regeneration - saving you multiple trips to the facialist. A cheaper option is **3** Elemis Papaya Enzyme Peel, £29.50, which uses natural fruit enzymes for a similar effect.

**Ditch** any products that contain acid. They can dry out the skin, making it age more quickly.

## BODY WORK

**Always** be prepared. "Menopausal changes usually start when you're in your 40s," says beauty expert Liz Earle. "This can play havoc with your skin, as declining levels of oestrogen can cause anything from dryness to spotty outbreaks." Keep a stash of products for every eventuality.

**Never** sleep on your front. As you get older, pillow creases on your face will become harder to shift as the skin is more delicate. So, start turning over now to avoid unnecessary, deep-set wrinkles on your face, neck and décolletage.

**Invest** in a good hand cream. Wrinkly paws can be an age giveaway, so you need to pay them as much attention as your face. Burt's Bees Shea Butter Hand Repair Cream, £11.99, contains cocoa butter and sesame oil to nourish rough, fragile skin, plus it can be used on the décolletage. We love a multitasker.

**Ditch** shimmery products. It's time to let go of the glitter - body oils and make-up with shine can highlight wrinkles and imperfections. Matte textures are now your face BFFs.

## LIFE LESSONS

**Always** eat your five-a-day. "The vitamins, minerals and antioxidants, in fruit and vegetables will protect against the effects of ageing, which will now have accelerated" says nutritionist Kim Pearson.

**Never** think it's too late to get fit. Even if you've not worked out for a while, don't despair, says trainer Jo Ebsworth. "Your body builds muscle memory from all the activities it's ever done, so you can easily slide back into the workouts you loved in your 20s," she explains.

**Invest** in a set of dumbbells. "Then you can work out any time," says Jo. "Make sure the weights you use are heavy enough so you feel challenged and tired after two sets of exercises."

**Ditch** desserts. Step away from that tiramasu, because as Kim says: "Your metabolism just ain't what it used to be." Sorry.





hi res  
pic t/c

# 50s

Now's the time your hormonal changes go into overdrive, affecting your face and body

in every way. But you can do it like Madonna (left), 54, and Carol Vorderman (below), 52, and work with the changes, not against them.

## FACETIME

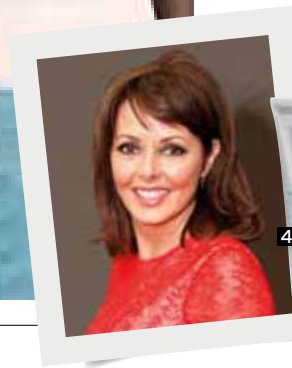
**Always** use a day and night cream. Loss of hormones can mean the skin produces fewer natural oils, while cell renewal slows down to result in drier, rougher skin. Fight back with No7 Protect And Perfect Day Cream, £22, and Night Cream £23.

**Never** have heavy fillers. "This gives an unnatural look," says Veronique. "The trick is to look refreshed and healthy, not like you've had your face plumped." Instead, go for a non-invasive treatment like Germaine De Capuccini GlycoCure Roll & Lift Treatment, prices from £30, available in salons nationwide. The face is rolled with a special wand, which helps to balance the skin's negative and positive ions for a lifted look, and stimulates key pressure points to renew and revitalise your complexion.

**Invest** in a multitasking balm. Neal's Yard Remedies Wild Rose Beauty Balm, £37, can be used as a rich cleanser, gentle exfoliant and nourishing balm, so it's perfect for dry 50-something skin. The wild rosehip oil repairs and firms, while the geranium, starflower, hemp and rosemary seed restores radiance.

**Ditch** grainy exfoliators. Coarse scrubs are too harsh for mature skin - to fight flaky skin, try a wash that contains fruit acids instead. These increase skin-cell turnover and encourage a brighter complexion, all without scratching your face. We

heart Sanctuary Spa Leave-On Exfoliating Cream, £14, as it contains five botanical fruit AHAs (alpha-hydroxy acids).



## BODY WORK

**Always** keep cool. If you get hot flushes, switch your thick body lotion for aftersun. Garnier Ambre Solaire Sensitive Advanced Aftersun, £9.99 (4), contains cold cream - an ancient combo of wax and oil that cools skin to leave you feeling fresh.

**Never** ban chocolate. According to Liz Earle: "Small quantities of good-quality choccy contains enough magnesium and antioxidants to help keep your skin in tip-top condition."

**Invest** in collagen supplements. "Boost your skin from the inside out," advises Nichola Joss. "Try Harley Health Marine Collagen Supplements, £45 for a month's supply" Taking collagen capsules over a sustained period can replenish the body's stores, giving you smoother skin, stronger nails and glossier locks.

**Ditch** highly perfumed body washes. Did you know they can cause urinary tract infections, especially in ladies over 50? It's due to their high pH levels. Dove Cream Oil Wash, £2.29, is a good alternative, as it has a gentle fragrance and soothing oils.

## LIFE LESSONS

**Always** stretch. "Your flexibility drops in your 50s," says Jo. Stretch when you wake up to get the blood flowing and flush out toxins, then at bedtime to ease muscle tension.

**Never** crash diet. "The middle-age spread can lead people to try fad diets that cause more problems than they solve," says Multipower Sports nutritionist Drew Price. Consult your GP about a healthy plan for you.

**Invest** in spices. "They're great for jazzing up healthy meals," says Drew. Plus, studies found that a chemical in chillies can help your body burn fat\*\*.

Bonus!  
**Ditch** the sofa. "Exercise like walking can help reduce menopausal symptoms such as insomnia, high blood pressure and stress" says Jo. →





60s

Helen Mirren (right), 67, and Meryl Streep (below) are proof that despite

weakening skin structures, wrinkles and sagging, you can still look young from top to toe.

## FACETIME

**Always** use a facial oil. "As you age, skin structures weaken and are less able to retain moisture," says skin expert Nichola Joss. "An anti-ageing facial oil is a must for mature skin, as they offer more intense hydration and sinks deeper into the layers of the dermis." We love Sanctuary Spa Active Reverse Lipid Recovery Facial Oil, £22.

**Never** have laser facial treatments. "Lasers destroy elastic fibres in the skin that must be preserved to stay looking young," says dermatologist Dr Veronique Simon.

**Invest** in regular facials. Once a month, treat yourself to a trip to your local beautician. Or, go DIY with Elemis Anti-Ageing Beauty Bible Winners Collection,

£95. The six products in this super-duper kit offer a total youth boost for mature skin - our fave is the Pro-Collagen Quartz Lift Mask, which plumps your skin by topping up your collagen stores.

**Ditch** powder-based products. They will settle into fine lines and wrinkles, making them stand out. Go for liquid-based cosmetics to reclaim dewy, radiant skin.

## BODY WORK

**Always** get a good night's sleep. The Great British Sleep Survey found that our quality of sleep decreases as we get older, with 49 per cent of 60-somethings suffering from more sleep issues

than those in their 20s. Drift off with This Works Deep Sleep Pillow Spray, £16 (5), infused with essential oils of lavender, vetivert and wild camomile to soothe body and mind.

**Never** sit in the sun. Now's the time the full extent of sun damage takes its toll, as your skin becomes thinner, meaning sunburn is more apparent and you're more prone to wrinkled, spotted skin. Limit your sun exposure to a couple of hours a day, wear hats and always use sunblock.

**Invest** in natural products. Sidestep formulations that contain chemicals and heavily processed ingredients, which can be too harsh for mature skin. We love the Liz Earle range, which is made from naturally derived ingredients that are kinder to older bods.

**Ditch** long baths. Staying in the tub for too long can dry out your skin. Can't resist a soak? Switch your bubbles for bath oil, as it's twice as nourishing. Suki Delicate Hydrating Oil, £25, works a treat.

## LIFE LESSONS

**Always** include high-quality protein in your meals. "Muscle mass starts to drop off in your 60s, making it harder to stay fit," says nutritionist Drew Price. "Tuck into protein-rich foods like prawns and chicken to safeguard your muscles."

**Never** go long-distance running. "Pounding the pavement for extended periods puts long-term stress on the body and your joints, which eats into the muscle tissue when you can least afford it," says fitness expert Zana Morris.

**Invest** in good supplements. "From the age of 60 onwards you need a to take a mix of antioxidants and omega-3 supplements to boost what you get from your food," explains Zana. "They're a quick way to get an intense nutrient hit." ImmuneC Tablets, £9.99, and Ultra Omega-3, £13.29, are great choices.

**Ditch** nutrient-deficient breakfasts. "Always add fruit to wholegrain cereal or regularly eat eggs in the morning to give your body much-needed extra vitamins and protein,"

says Drew. **F**



Photography: xxxxxxxxxxxxxxxx Stockists: Elemis (timetospa.co.uk), ImmuneC (Hollandandbarrett.com), Liz Earle (UK.lizearle.com), Sanctuary Spa (Boots.com), Suki (Bathandurwind.com), This Works (Boots.com), Ultra Omega-3 (Hollandandbarrett.com)