

Skincare Through The Ages

Looking Great in Your 20s, 30s, 40s, and 50s

(NAPSA)—As women age, their bodies go through many changes not the least of which is reflected in the condition of their skin. Maintaining great looking skin throughout life requires adapting your skincare regimen as you age.

Dermatologist Rhonda Pomerantz of the New York University Medical Center in New York City tells her patients, “For great looking skin in your 50s, don’t start caring for it at age 49! You have to start paying attention to skin health in your 20s and know how to adapt your skincare regimen to meet skin’s changing needs during each stage of your life.”

Here are some skincare tips for women in their 20s, 30s, 40s and 50s:

Carefree 20s

If you haven’t been using a daily moisturizer with sunscreen, now is the time. Over-exposure to the sun in your 20s can result in leathery skin, wrinkles and age spots in your 30s and beyond. Olay Complete UV Protective Moisturizer, with a light, greaseless formula provides UVA/UVB broad spectrum protection and is the number one moisturizer with SPF recommended by female dermatologists.

Thrilling 30s

Sun damage, the number-one cause of aging, often begins to appear in your 30s as fine lines and wrinkles around your eyes. Use a moisturizer that not only provides sun protection but fights signs of aging as well. Olay Total Effects Moisturizer with UV Protection provides broad spectrum



LET’S FACE IT—As you age, your skin requires different types of moisturizer to keep it soft, healthy and younger looking.

UVA/UVB protection while fighting fine lines, wrinkles, age spots and other signs of aging skin.

Fabulous 40s

Skin aging intensifies for women in their 40s, especially around their mouth and forehead. At this stage of life, supplement skincare with a treatment designed to target the most aging-prone areas. Olay Total Effects Intensive Restoration Treatment with Pro-Retinol and vitamins is the most concentrated over-the-counter retinol treatment to fight the signs of aging around the mouth and eyes and on the cheeks and forehead.

Nifty 50s

Skin becomes drier and less elastic for women in their 50s, making it more important than ever to treat skin with intense moisturization. Try products containing VitaNiacin (Vitamins B3, E, B5), which has been found to help control skin’s water loss.

For more information on skincare for all ages, log on to www.olay.com.