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ALL THINGS ANTI-AGING

By Melissa Rose

Whether your skin is baby-smooth or if you have fine lines and wrinkles, now is the time to start an anti-aging skincare regimen. While many turn to anti-aging products and treatments to help reverse signs of aging, they are a great way to prevent future signs of aging too.

Some of the main signs of facial aging are sagging/loose skin, fine lines and wrinkles, age spots, dry skin, and dull skin. Within the beauty indus-

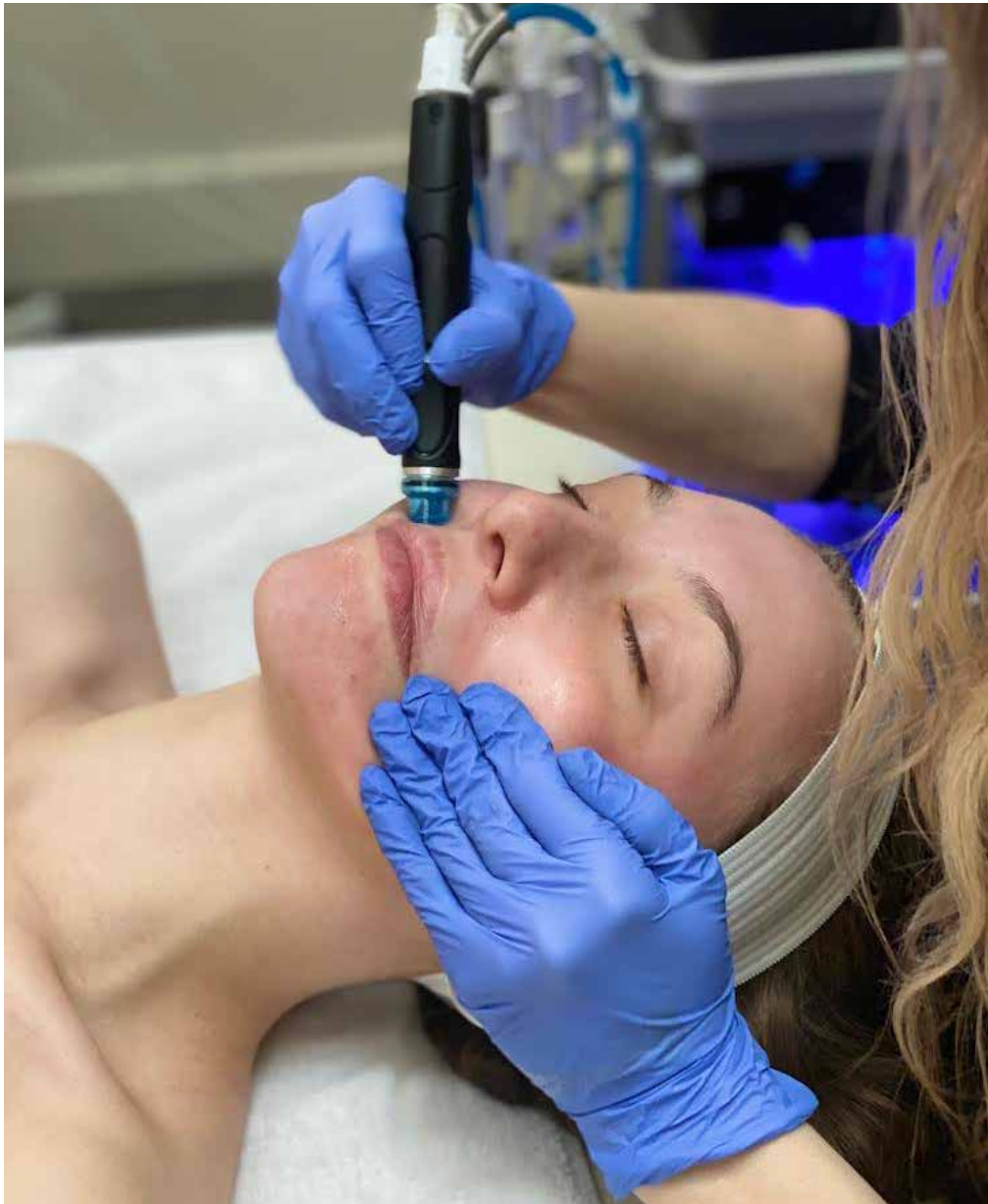
try, skincare is the dominant segment and takes up 42% of the market share, which is more than hair care at 22% and makeup at 18% combined, according to “The Ultimate List of Beauty Industry Stats 2023” by Josh Howarth. Within that, anti-aging is one of the most popular categories of sought-after skincare products and treatments. However, how are we as consumers able to differentiate what products are actually helpful on your anti-aging journey?

When motherhood completely changed my

skin, due to hormonal and lifestyle changes, I knew that I had to step up my anti-aging game. Now, as a Licensed Esthetician, there are certain skincare ingredients that I know are tried and true to give you more youthful skin.

Beginning an anti-aging skin care regimen can be extremely overwhelming, especially with all the ingredients and products marketed to us today, however, with my professional knowledge and ongoing education I am here to simplify





that for you. Four of the most popular anti-aging ingredients on the market today are hyaluronic acid, retinoids, vitamin C, and sunscreen. When it comes to anti-aging treatments, there are a number of different facials that target the signs of aging, but HydraFacial has become the most popular in-office treatment. HydraFacial is the go-to facial for seemingly everyone because it targets many of the most common skin concerns

like dryness, dull skin, hyperpigmentation, clogged pores, and signs of aging with little to no side effects.

Hyaluronic acid is a humectant, a substance that retains moisture, and it is capable of binding over one thousand times its weight in water. Hyaluronic acid is found naturally in the body, but as we age the production of hyaluronic acid decreases causing a loss of volume and hydration in the skin. Applying

hyaluronic acid topically to the skin can deliver an immediate plumping effect as well as improve the skin over time. Hyaluronic acid can be found in serums and moisturizers but I personally like to apply it in serum form because it works best when applied to damp skin. When hyaluronic acid is applied to damp skin, it can draw water from the surface of the skin, helping to lock in moisture and keep the skin hydrated throughout the day; this enhances the fullness and firmness of the skin, delivers immediate hydration, and improves the appearance of fine lines and crepey skin.

Retinoids were first introduced in 1971 as a treatment for acne, psoriasis, wrinkles, and other signs of aging. Retinoids are considered to be the holy grail of anti-aging ingredients, they are often credited with being the most effective at battling wrinkles. Retinoids are derived from vitamin A and work deeper in the collagen to help with collagen remodeling, as well as on the skin's surface to increase skin cell turnover and improve discoloration and uneven skin tone. Retinoids are mostly found in creams and serums, there are over-the-counter retinoids and prescription retinoids. I recommend starting with a low percent over-the-counter retinol and working your way up. Retinoids should only ever be applied to the skin at night. Overall, retinoids are powerhouse anti-aging ingredients that work to stimulate cell turnover and increase our skin's natural collagen production in the epidermis and dermis.

Vitamin C is a potent antioxidant with many skin benefits. Vitamin C lightens the skin and reduces the appearance of brown spots, increases collagen production which aids in diminishing fine



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lines and wrinkles, reduces redness and inflammation, and boosts the skin's natural healing and repair which decreases post-inflammatory red marks. Although you may be ingesting vitamin C in your diet, there is no way to guarantee it's going straight to your skin. Applying a vitamin C serum is the most direct way to achieve the results it provides. Vitamin C products can be used morning and night and are vital to maintaining a smooth, even, and glowy complexion. Vitamin C has also been proven to work well with sunscreen to protect the skin from UV and free radical damage. Under laboratory studies according to Dermatologist, Dr. Saokar Pumori Telang with The Skin and Laser Clinic, it has been shown that the application of 10% topical vitamin C showed a statistical reduction of UVB-induced erythema by 52% and sunburn cell formation by 40-60%. All in all, sunscreen and Vitamin C are the power couple of sun protection. My go-to vitamin C serum is the "Vital C Hydrating Anti-Aging Serum" by Image Skincare: this serum contains multiple forms of vitamin C to help brighten, hydrate, and improve the appearance of fine lines. It has a fresh energizing aroma derived from natural orange peels which smells amazing and makes you eager to apply it.

The last, but most important, anti-aging skin care product is sunscreen. Prevention is key when it comes to anti-aging skincare and the most effective habit you can adopt is to start wearing a broad spectrum SPF 30 or higher every single day. The sun causes more than a sunburn, it causes up to 80% of visible skin aging. Sun damage, often referred to as photo-aging is when the sun prematurely ages the skin, this causes wrinkling, loss of skin elasticity, pigmentation, sun spots, and redness. Photo-aging occurs when ultraviolet (UV) light hits the skin unprotected by sunscreen, causing DNA changes at a cellular level and even skin cancer. Because photodamage happens in the deepest layers of the skin, the dermis, it can take years before the damage surfaces and becomes visible. Wearing sunscreen not only prevents sun damage but it gives your skin cells a chance to

rest and regenerate, which helps diminish the development of wrinkles and uneven skin tone. There are so many different sunscreens on the market today, you can choose from a clear lightweight sunscreen, moisturizing sunscreen, SPF serums, tinted sunscreens that give your skin coverage similar to makeup, SPF setting mists, and even brush-on sunscreens. With all the sunscreen products readily available to us today, there is absolutely no reason to not wear sunscreen every day, and make sure you are reapplying it every two hours to keep skin healthy and more youthful looking.

If you are wondering what you could be doing to enhance your anti-aging skin care regimen and maximize your results, the answer is simple: monthly facial treatments. Skin cells renew every 27 days, therefore treating your skin with monthly facials will remove dead skin cell buildup and improve the efficacy of your skincare products. Monthly facials will also deeply cleanse the skin, remove impurities and clogged pores, improve fine lines, plump and hydrate, and improve overall skin health.

The most popular in-office facial treatment right now is the Hydrafacial. Hydrafacial is the newest advance in non-laser skin resurfacing, all done painlessly without irritating or harsh chemicals. Hydrafacial is a non-surgical, non-invasive skin rejuvenation treatment that will give you instant results and improve your skin health for the long term. This three-in-one treatment deeply cleanses, exfoliates, extracts, and hydrates your skin utilizing super serums filled with antioxidants, peptides, and hyaluronic acid. You'll get similar results as you would from an extraction, peel, and facial, without the irritation or redness. Only HydraFacial uses patented Vortex-Fusion® technology to achieve immediate, visible results. Hydrafacial is suitable for almost all skin types and has zero downtime, you will leave this treatment feeling and looking rejuvenated. If you are interested in obtaining a youthful-looking appearance, I highly recommend you find an esthetician and treat yourself and your skin to monthly facials, wear sunscreen every day, and include hyaluronic acid, retinoids, and vitamin C into your skincare regimen. I hope you are newly in-

spired to start your anti-aging skincare journey and just remember, results take consistency, patience, and time.



Melissa Rose is a Licensed Esthetician and owner of Rose Esthetics. Melissa changed her career path when motherhood drastically affected her skin. She tried everything to improve her skin on her own and even sought medical advice. After refusing to go on oral medications for her acne, she decided to go to beauty school in Sacramento to help heal her skin on her own. She became immensely interested in the industry and found her passion as an esthetician. After graduating and passing the state board exam she went off to work at a few different skin care clinics, and then went on to open her own skin care clinic, Rose Esthetics. Melissa is constantly expanding her knowledge as a skin care professional by continuing her education through advanced trainings. If you would like to learn more or book an appointment, visit www.RoseEstheticsCA.com or stop in Rose Esthetics located at 147 ½ Mill Street, Grass Valley CA 95945.