



Simple steps to win the battle against aging skin.

Fine lines and wrinkles. They're just part of the normal aging process.

Although wrinkles, age spots and other skin maladies don't have to be just another part of reality. Taking care of your skin takes just a little time, effort and a few key ingredients.

PROTECT AGAINST THE SUN

Sun damage is one of the leading causes of aging skin, according to the Mayo Clinic. Constant exposure to the sun's rays can cause wrinkles, fine lines, sun spots and other skin conditions. To help protect your skin from the sun, follow a few simple rules:

Wear sunscreen. Any time you're going to be exposed to the skin for a significant period of time (15 minutes or more) apply a generous amount of broad spectrum (blocks both UVA and UVB rays) SPF 15 or higher. If you're out in the sun for more than 2 hours, reapply the sunscreen every few hours.

Cover up. A wide-brimmed hat can help keep the sun out of your face, protecting your skin from harmful UV rays and will help avoid the appearance of wrinkles over time.

Stay out of the sun during the most intense sunlight hours, such as from 10 a.m. to 4 p.m. Try to do outdoor activities in the early morning or evening when the sun is at its lowest.

STOP SMOKING

Smoking has far-reaching effects beyond just your lungs. The chemicals produced from cigarettes break down the collagen in your skin and prevent your body from producing extra collagen, an elastic-like natural substance that keeps your skin tight and wrinkle-free. A study published in the *Archives of Dermatology* reported that the amount of cigarettes smoked per day was directly linked to premature aging of the skin.

Smoking also constricts the blood vessels, cutting off essential oxygen and other vital nutrients from your skin cells. Talk to your doctor about smoking cessation options. Your skin will thank you.

HELP YOUR BODY PRODUCE COLLAGEN

Many skin products add collagen into their formulas to convince you that it will help get rid of wrinkles. But collagen really only makes a difference when it penetrates the outer layer of skin and becomes part of the skin's inner layer, the dermis. Since collagen molecules are too large to penetrate the epidermis, applying creams or moisturizers loaded with collagen only really cover up your wrinkles rather than solving the problem.

Instead, help your body produce its own collagen by using Ageless Renewal Serum by Isagenix. This powerful formula contains collagen-stimulating growth factors, amino acids, polypeptides, antioxidants and vital nutrients to help your body naturally produce collagen in the dermis and help reduce the appearance of wrinkles.

LIMIT ALCOHOL

A drink of wine here or there may actually benefit your heart health, but drinking alcohol in excess could be contributing to your dry skin. Too much alcohol leads to dehydration, and your body relies on water to keep skin elastic and healthy. Drink in moderation, and sip on water in between drinks to keep your body hydrated.

GET SOME SLEEP

If you've ever had to deal with bags under your eyes, you know the effects that lack of sleep can have on your skin. Restful sleep gives your body the opportunity to repair and restore itself, and not getting enough can have a major impact on your skin.



To get a better night's sleep, set a routine and follow it at bedtime. Your body will get used to the routine and you'll feel more prepared to fall asleep. Get plenty of exercise during the day and your body will crave sleep when it's time to go to bed.

STAY HYDRATED

Your body is constantly losing fluids through sweat, respiration and exercise. Replenishing it is essential to maintaining healthy skin. Drinking enough water flushes out harmful toxins from your body and helps keep your electrolytes balanced. Potassium, for example, is an essential mineral for keeping your skin hydrated and healthy, and dehydration can deplete potassium levels in your blood.

The Mayo Clinic suggests drinking anywhere between 2 and 3 liters of water per day in order to keep your body properly hydrated. You may need more than that if you're exercising regularly. Also consider sports drinks that are lower in sugar but contain essential electrolytes like potassium, calcium and sodium.

MOISTURIZE (GLYCERIN)

Drinking water is important, but applying moisture directly to the skin can do wonders for your appearance. Many simple lotions put moisture into the skin, but glycerin actually helps draw water from the air to keep your skin hydrated long after you've applied it.

Glycerin is one of the main ingredients in Ageless Renewal Serum, helping your skin stay moisturized throughout the day even in the driest conditions.

INCREASE ANTIOXIDANT INTAKE

Free radicals are electronically charged molecules within the body that attack other molecules, causing cellular damage, including damage to your skin. Antioxidants, including key vitamins and minerals found in Ageless Renewal Serum, counteract the effects of free radicals.

You can increase your antioxidant intake by increasing the amount of fresh fruits and vegetables in your diet as well as taking a quality daily multivitamin and anti-aging regimen, all contained in the Ageless Essentials Daily Pack.

DE-STRESS

Researchers in 2004 uncovered information on just how much of an effect stress can have on the body. According to scientists, the tips, or ends of DNA strands are known as telomeres. These telomeres prevent

DNA strands from fraying, like the end of a shoelace. However, stress can negatively affect telomeres, causing damage and fraying to DNA strands.

In the case of skin cells, frayed DNA can equal wrinkles, age spots and fine lines, making it essential to de-stress every now and then in order to avoid older-looking skin.

Regular exercise and frequent mental breaks are two easy ways to counteract the negative effects of stress. Make sure you're taking time out of your day to relax - even if it is for only a few minutes.

SHED DEAD SKIN CELLS

It's widely known that one of the best ways to keep your skin looking young and healthy is by getting rid of dead skin cells. As your skin regenerates, the top layer of dead skin must be shed in order to give way for younger, healthier looking skin. Exfoliation is one of the ways to do this. Luckily, Ageless Renewal Serum contains an ingredient called allantoin, which helps your body naturally shed dead skin and give your outer layer of skin a youthful appearance.

As you can see, keeping your skin looking young takes more than just daily washing or applying moisturizer. The battle against aging skin is never ending, but with the right approach - and the right ingredients found in Ageless Renewal Serum - you can feel great about your appearance.

