

B E A U T Y L A T E L Y



A SKINCARE GUIDE FOR YOUR 30'S

WWW.BEAUTYLATELY.COM

Transitioning from your 20's to your 30's

As we say good-bye to our 20's and head into our 30's, we might start to notice that quite a few things in our lives start to change - we have a little more disposable income, our taste in clothes start to shift, and we may have started to notice slight signs of aging caused by a variety of factors - stress, hormonal swings, eating habits - just to name a few.

This makes your 30's the perfect time to take skincare seriously if you haven't been doing so already.

While a basic routine consisting of cleansers and moisturizers might have been enough in our 20's, our 30-year old skin needs a little more pampering and TLC.

Now is the time to make sure the products you've been using are still right for your skin, and it's also a great time to add products like serums and eye creams to ensure your skin continues to look amazing . Here's how to care for your skin in your 30's.

BONUS TIP

CHECK OUT [THIS POST](#) IF YOU NEED HELP BUILDING A BASIC SKINCARE ROUTINE FROM SCRATCH.

Tip #1: Take Cleansing (Even More) Seriously

If I were to be honest, I would say that there was a time in my early 20's where I may have fallen asleep after a night out without taking off my makeup.

This should never, ever happen in your 30's.

Aside from clogged pores and ruining your favorite pillowcase, not cleansing properly can cause pre-mature aging since dirt and pollutants from the day can accumulate and prevent skin's ability to renew itself at night.

Start using the double-cleanse technique popularized by Asian skincare brands. This means cleansing should consist of two separate steps with two separate products. Do not trust that your cleanser alone is enough to remove stubborn mascara, foundation, and waterproof makeup.

Step 1. Removing makeup.

Step 2. Washing your face.

BONUS TIP

NEED HELP CHOOSING A GOOD MAKEUP REMOVER? HERE'S [A LINK](#) BREAKING DOWN DIFFERENT TYPES OF MAKEUP REMOVERS FROM MICELLAR WATERS TO CLEANSING BALMS SO YOU CAN START DOUBLE CLEANSING LIKE A PRO.

Tip #2: Use Sunscreen Religiously - That Means Every Day

Aside from the obvious benefit of preventing sunburns and skin cancer, using sunscreen everyday has important anti-aging benefits as well. Adopting this habit will serve you well and prevent your skin from showing signs of aging.

Using an SPF sunscreen helps to protect it against visible signs of aging such as wrinkles, loss of firmness, dullness, and uneven skin pigmentation caused by harmful UV rays.

You may not notice it as much in your 20's, but over time, the sun's harmful UV rays break down the elastin in your skin, and elastin is what keeps skin plump and youthful and prevents it from sagging.

Without elastin, your skin is more prone to fine lines and wrinkles, and once you have them the process is difficult to reverse, so the best defense against wrinkles is prevention with sunscreen - even on cloudy days because UV rays go through them.

BONUS TIP

CHOOSING THE RIGHT SPF MIGHT SEEM TRICKY - FOR EVERYDAY USE IN INDOOR SETTING, AN SPF OF AT LEAST 30 SHOULD SUFFICE. A DAY OUT IN THE SUN WOULD REQUIRE AT LEAST SPF 50, AND FREQUENT RE-APPLICATION.

Tip #3: Start to use targeted treatments

Everyone's skin is different, so your needs are different.

In Asia, instead of using a "one size fits all" product, women prefer potent, concentrated serums that address specific needs.

Here are some of the most common signs of aging and what ingredients to look for in a targeted treatment, such as a serum.

- Dark Spots: Brightening or whitening serums can help address dark spots and pigmentation issues on the skin. Vitamin C and hydroquinone are ingredients that are effective for treating dark spots and hyper-pigmentation.
- Fine Lines/Wrinkles: Retinol and AHA's are common ingredients to look for when looking to treat fine lines and wrinkles, as they help to increase cell turnover and reveal younger looking skin.
- Dry/Dehydrated Skin: As we get older, we may start to notice that our skin is drier than it used to be. This could be caused by hormones, not drinking enough water, or stress. Hyaluronic acid is an excellent, effective ingredient to add if you want to address dry skin issues specifically.

Tip #4: Start seeing your dermatologist regularly

Did you know that in Korea, women visit estheticians, spas, and dermatology clinics on a regular basis?

The concept of "medical-spas" has been popularized in Korea: a blend between a high-end spa and a dermatologist's office. You get the best of both worlds: luxurious pampering with the knowledge of a qualified doctor.

Your 30's is a time to get serious about going to the dermatologist at least once a year for health check, and more often if you wish to treat specific concerns such as hyper-pigmentation or wrinkles.

Your dermatologist can recommend laser or injectables depending on your skin and concerns, with faster, more noticeable results than topical creams you purchase off the shelf.

Going to see an esthetician for facials will also be beneficial, as facials help to give skin a boost of moisture and exfoliation.

BONUS TIP

DR. WON WOO CHOI OF WELLS SPA IN SEOUL BELIEVES HYDRATION IS THE MOST IMPORTANT PART OF ANY SKIN CARE REGIMENT AT ANY AGE. IN AN INTERVIEW WITH FASHIONISTA, HE RECOMMENDS PRODUCTS WITH HYALURONIC ACID, GLYCERIN, RICE EXTRACT AND SEAWEED.

Source: <https://fashionista.com/2014/10/korean-dermatologist-skin-care-secrets>

Tip #5: Switch up your routine to match your needs

As our lifestyle and environment shifts and evolves, so should our skincare routines. Don't be afraid to add or remove something from your routine if your needs start to change. Here are some factors that can affect your skincare needs:

1. Season

Winters are generally harder on the skin because there is less moisture in the air. You may need a heavier moisturizer in the winter to protect the skin against the elements, and a lighter water based moisturizer in the summer.

2. Environment

If you suddenly find yourself traveling from a humid place to a drier environment, you may need more products to address dry skin. Facial skincare masks are excellent for hydration while traveling because of their convenience and effectiveness.

3. Life Events

Major life events such as pregnancy can noticeably affect your skin's appearance - some women experience a pregnancy "glow" (due to increased blood circulation) or more frequent breakouts due to more hormones in your body producing more oil. It's important to remember that skincare is a part of overall wellness and should be treated with extra care during these situations.

B E A U T Y L A T E L Y



MAKING THE MOST OUT OF YOUR BEAUTY ROUTINE BY PUTTING SKINCARE FIRST.

