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Revealed: Our Anti-Ageing Secrets

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Find out what's behind our best anti-ageing products at Ideal World.

From around the age of 25 the first signs of ageing start to become noticeable on the surface of the skin. Fine lines appear and over time wrinkles, a loss of volume and a loss of density become more apparent.

Our skin ages for a variety of different reasons. Of these reasons not all are inevitable and can be controlled to an extent by a good skincare regime, diet and exercise.

Contributing Factors

Our skin changes as cells replenish themselves less effectively, becomes more sensitive to UV light, produces less collagen and receives less blood flow. But there are other things that can affect it, too.

Maria, the Senior Buyer for Beauty at Ideal World says, "There is no magic wand to stop ageing, it's about looking after your skin, inside and out. Preparing the skin by cleansing and exfoliation, is essential, to allow your moisturisers to absorb into the skin. Eating healthier and drinking plenty of water will also contribute to good skin health."

Growing Old

The main factor in looking old is getting old. There's no way yet to slow the march of time, and every will notice some change as they age, however, we at Ideal World are looking at ways to bring you solutions to fight the causes and symptoms of behaviours and factors that may not need to affect the way you look, and promote a younger, healthier-looking you.

Proto-col Verisol Collagen Capsules

Proto-col VerisolB Collagen Capsules contain VERISOL® Bioactive, a unique blend of specific collagen peptides that help to improve skin elasticity and tone from the



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Elizabeth Grant Caviar Cellular Recharge Super Body Cream 400ml

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Crystal Clear Lift Away The Years Kit

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inside, reducing the visible appearance of fine lines and wrinkles. Each capsule contains 625mg of pure collagen hydrolysate and this extra-large pack contains 240 capsules – enough for approximately two month's supply.

Attitude

Part of how we appear to other people can be the attitude we present. There's a reason why the word "Grumpy" usually precedes the word "old." Appearing happier, more positive, more hopefully will simply cause others to perceive you as younger. And the best part is, it's free!

Amazing Cosmetic Concealer

Amazing Cosmetics Amazing Concealer has been designed to be your go-to complexion perfecting product. The company firmly believes that with an amazing concealer every customer can look and feel their best. The highly-concentrated formula has been designed to give full coverage helping to conceal skin imperfections such as dark circles, broken capillaries, sun damage, blemishes/redness and rosacea.



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Smoking and Drinking

No-one is saying not to have fun, but be careful if you're borrowing fun from the future in the form of alcohol, as time has a way of asking you to pay back your debts. Smokers tend to develop lines around the mouth, and both drinking and smoking can contribute to dehydration and the loss of the natural oils in the skin.

Crystal Clear Lift Away The Years Kit

Crystal Clear is an innovative beauty and wellbeing brand that's committed to solving skincare issues for their customers. This kit has been compiled to help and improve the visible signs of ageing. If you're new to Crystal Clear this is the perfect bundle to start with. Featuring the Lift Away The Years Sonic Wand Applicator, this device helps to firm and smooth skin, whilst giving it a gentle lift.



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Stress

High-stress lives can take their toll and show in stress lines in the skin, but can also manifest in the way that you walk, talk and act. Yoga, meditation, massage, hobbies, exercise or just enjoying yourself and reducing stress can have a visible, and maybe even imperceptible but beneficial affect on how you seem.

"50 is the new 40 or so they say and certainly today we act and feel much younger than our parents and grandparents," says Juliet Harrison Piper, one of our beauty guests, "But is your face as young as your brain? Elizabeth Grant has the skincare to keep you looking younger for longer, serums to keep you hydrated and active ingredients to give your skin the very best care throughout the seasons. Always innovating, always on the ball with the very latest ingredients to turn back the clock so your face is as fabulous as your mind"

Elizabeth Grant Caviar Cellular Recharge Super Body Cream



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Caviar Cellular Recharge Body Cream has been designed to saturate the skin in a wave of long-lasting hydration and to help deliver essential moisture and nutrients to the skin.. Formulated with caviar, rich in omega-3 fatty acids, this body cream has been designed to act as a protective hydrating barrier, helping skin to feel soft and silky. Infused with Elizabeth Grant Skin Care's Bioenergizer Mineral Complex, Caviar Cellular Recharge Super Body Cream helps promote skin rejuvenation and recover skin's barrier function for plumper more hydrated skin.

Too Much Sun

Getting a tan can make you glow and feel great, but spending too much time soaking up the rays can damage the skin and lead to more serious complaints, too. If you're getting some Winter sun (or even summer sun later in the year), be sure to use SPF protection to make sure you stay as you want to be.

Zhuzh! Twinpack Tan Accelerator

With today's demanding lifestyles, people do not want to beat around the bush - they want something fast and simply gets the job done. Zhuzh! Tan Accelerator is designed with these attributes in mind and provides a quick way to enhance the skin's natural hues and tones. Zhuzh Tan Accelerator is formulated and designed to work with your skin to achieve a great tan. Melanin production is naturally a slow process, so if you find it takes you a long time to tan, using Zhuzh Accelerator could help to accelerate the tanning process. Gives your sleepy melanin a wake up call.



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The visible signs of ageing

The first noticeable sign of ageing are fine lines and wrinkles. Although they may start smaller and more shallow, these expression lines tend to become noticeable around the eyes. All these are caused by the normal facial expressions that we make throughout the day. Deeper wrinkles may also form between the nose and mouth, called nasolabial folds. These are linked to the skin becoming less taut and are often associated with a loss of volume.

Fabulift Fabulous Eye Advanced Formula Eye Lifting Serum

Fabulift Fabulous Eyes is a unique formulation that offers a temporary quick fix as well as longer term benefits to your skin. It contains ingredients such as Argireline and Syn-ake which help soften expression lines around the eye area and Hyaluronic Acid which helps to plump, smooth and diminish the look of fine lines and wrinkles. One of the processes that can cause the signs of ageing on the surface of our skin is called Glycation. Glycation is a naturally occurring process that can affect the appearance of the skin and one of the causes of the visible signs of ageing. Glycation occurs when sugar molecules attack and break down skin proteins like collagen. Fabulift helps combat this.



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