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## SKIN CONCERNS A DERMATOLOGIST SHARES TIPS ON HOW TO PREVENT PREMATURE WRINKLES

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Before wrinkles appear on your complexion, take some steps to keep them at bay. We share expert tips on how to prevent wrinkles and other signs of skin aging, ahead.

For many, growing older—and all the wrinkles and fine lines that come with it—is a tough pill to swallow. Eager to hold onto the fountain of youth for as long as possible, we turn to skin care products and procedures that promise to prevent or reverse the visible signs of aging. But what about our daily routines and lifestyle habits? They can be to blame for those premature wrinkles you curse every time you look into the mirror. We've said it once and we'll say it again, a prevention plan is always better than a treatment plan. Which is why we tapped two of our consulting board-certified dermatologists for tips on how to prevent premature wrinkles, below!



#### TIP #1: APPLY BROAD-SPECTRUM SUNSCREEN

The biggest culprit for premature wrinkles? The sun’s ultraviolet rays. “The best defense against loss of collagen and elastic fibers is sun protection,” says board-certified dermatologist, and Skincare.com consultant Dr. Ted Lain (@DrTedLain). “Since certain UV rays are present at a consistent level throughout the year, daily application of a broad-spectrum sunscreen is incredibly important.”

Your sunscreen applications (and reapplications) may be spot-on, but that doesn’t mean you’re in the clear. “Not only should you be using sunscreen, but you should also be taking other sun protection measures,” says ethnic skin expert, and Skincare.com consultant, **Dr. William Kwan**. “Most people use sunscreen to stay out longer without burning, but this can lead to skin damage.” For the best line of defense, wear broad-spectrum sunscreen when outdoors—here’s a list of our favorites from the L’Oreal portfolio of brands—reapply at least every two hours, seek shade, wear protective clothing, and avoid peak sun hours.



## TIP #2: USE DAILY TOPICAL ANTIOXIDANTS

Free radicals can be damaging to the skin's surface. According to the Cleveland Clinic, when the skin is exposed to free radicals, they can penetrate the skin, attack lipids that protect the skin against moisture loss, and ultimately lead to a weakened skin barrier. The result? Visible signs of premature aging skin.

According to Dr. Kwan, you should apply antioxidants to your skin in tandem with your sunscreen. We recommend turning to SkinCeuticals C E Ferulic, a daytime antioxidant serum that can help protect the skin against free radical damage-before you apply your sunscreen.

## TIP #3: DON'T LAY OUT IN THE SUN

As we mentioned before, the sun's UV rays are notorious for wreaking havoc on your complexion. In fact, anytime you get a tan, you prematurely age your skin. Instead of sunbathing to achieve a bronzed glow, opt for self-tanners instead. These formulas can mimic the appearance of sun-kissed skin, without the damaging side effects that the sun can cause. Here, we list some of our favorite self-tanning formulas from the L'Oreal portfolio of brands!

#### TIP #4: DON'T (OR QUIT) SMOKING

Smoking can increase your risk for premature skin wrinkling. According to the American Academy of Dermatology (AAD), smoking greatly speeds up the skin's aging process, even resulting in dull and sallow looking skin. If you hope to boast a youthful-looking complexion for as long as possible, it's best not to start or quit smoking.

#### TIP #5: DRINK ALCOHOL IN MODERATION

If you're on the track to better-looking skin, swap your alcohol for water. Alcohol is known for drying out the skin, and causing premature signs of aging to appear more pronounced. If you must drink, do so in moderation.

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