

Anti-Aging GUIDE

from the Founder and President of L'BRI, Linda Kaminski



Aging is a fact of life, looking your age is not. Taking care of your skin can be the best thing you can do to slow down the signs of aging. It is for this reason that I have been so committed to helping others learn the importance of consistent, proper skin care. It's also why I have invested a ton of time with our labs to develop special products targeted at addressing the issues of aging. Here are some insights that can help your skin look healthy and more youthful.

1. Using products with powerful antioxidants fight free radicals that breakdown the supporting collagen and elastin of your skin and cause the signs of aging.
2. The thinnest skin is around your eyes where signs of aging are first noticed. Use an eye treatment twice daily to hydrate this area and prevent fine lines and wrinkles. Apply with your ring finger to ensure the least amount of pressure will be applied to the delicate eye area. To address inflammation, fine lines, dark circles and puffiness around the eyes, use the eye gel in the morning and the eye cream at night to get the best of both worlds.
3. More is not more! Anti-aging serums effectively target specific signs of aging. Identify the most important needs and apply the proper serum to those areas. For example: Dermaplex A should be applied to your expression lines, not over the entire face to reduce and prevents more lines from forming. Maxifirm is great for the upper eyelid, cheek and chin area where sagging can occur to increase the skin's firmness, elasticity and radiance. Time Erase typically is applied to the corners of the eyes, across the mid-face and chin to reduce fine lines, age spots and enlarged pores.
4. Moisturize and protect your lips daily to prevent "bleeding" lines.
5. Treat your neck like your face to avoid early signs of aging. The Neck Firming Cream contains powerful ingredients and plant stem cells that stimulate collagen and elastin, plumping and lifting to restore youthful tone.
6. Sometimes your skin needs an extra boost. Apply the Intense Moisture Boost on top of your moisturizer to hydrate and plump up your skin. It is great for adding moisture to dry areas including chapped lips and around the delicate eye area. You can also apply it during the day to refresh face and hands.
7. You may need to adjust your skin care treatments based on the seasons. During the drying winter months, your skin will thank you for an extra boost of moisture. A lighter or less moisturizer may be perfect for warmer days.
8. The High Antioxidant Night Repair Treatment works overnight to stimulate collagen production while firming and strengthening the skin so you wake up to soft, fresh, glowing skin.
9. Minimize your exposure to damaging free radicals that age your skin. The most dangerous free radicals are the sun, smoke and pollution. Stress, certain medications and sugar are additional free radicals that can also do harm to your skin.
10. When layering products, what comes first? Always apply the thinnest product first. For example: the eye gel should be applied before an anti-aging serum and then a moisturizer can be applied.