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Seven steps for a younger looking face

Making skin look younger is a process that requires daily attention. Follow these simple steps to restore a youthful glow:

1. **Cleanse:** Wash your face morning and night, using a fresh facecloth every time. Used, wet face cloths will start to breed bacteria immediately. Buy a stack of inexpensive cloths so you have lots on hand.

2. **Exfoliate:** Exfoliating a minimum of twice a week is a must for a youthful face. It removes the build-up of dead skin cells and allows for full penetration of creams and serums.

3. **Tone:** Always tone with a non-alcohol based toner after every wash. Your face should be damp with toner when you apply your serums and creams. Toner acts as a carrying agent, penetrating your serums and creams into your skin quicker and twice as deep.

4. **Serum:** Serum is a concentrate of active ingredients like vitamins and anti-oxidants that are formulated with smaller molecules so they can penetrate deep into the skin, providing a greater visual result.

5. **Eye Cream:** The fragile skin around the eye is one of the first areas to show the signs of aging. Regular face cream will not penetrate into the fine and delicate tissue around the eyes. It is important to apply eye cream before any face cream, face cream will create a barrier and the eye cream will not be able to penetrate.

6. **Face Cream:** Face cream is important for hydration and protection against environmental stressors such as free radical damage and pollution.

7. **SPF:** The sun is the number one cause of aging skin. It is highly important to use SPF all year round. The UV rays are more damaging now than ever before. Even in the winter, UV can damage our skin through the windows in our cars and reflection off the snow.

To get started on the right path, I recommend seeking a skin care professional for an analysis and advice on product choice.

Submitted by Diana Patten of Georgetown, Advanced Aesthetics Specialist.

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