



Wellegant Woman: Redefining Midlife Skincare Essentials:

For Women Over 40

Pyramid of Beauty



What Makes Skin Our Different Over the Age of 40?

Like everything else, our skin changes and requires some special attention after 40. So what are some of the things that happen to our skin? For one thing, Collagen production decreases, leading to loss of elasticity, fine lines, and wrinkles. Pigmentation issues may become more pronounced, and skin cell turnover slows down. So our skincare approach needs to change in order to account for that.

The Importance of Targeted Skincare Products & Ingredients

It is widely recommended by dermatologists that every woman over the age of 40 use a vitamin C serum in the morning and a retinoid product at night.

Vitamin C Serum:

- Vitamin C, or ascorbic acid, is a potent antioxidant known for its ability to brighten and firm the skin.
- As we age, our skin's natural ability to produce collagen declines, leading to sagging and wrinkles. Vitamin C helps stimulate collagen production, giving the skin a more plump I.E. youthful appearance.
- This helps fade hyperpigmentation, reduce the appearance of dark spots, and create a more even skin tone.
- The antioxidant properties of Vitamin C are especially beneficial in minimizing the damage caused by UV radiation.

Retinoid Product:

- Retinoids are renowned for their ability to promote skin cell turnover. In other words, they exfoliate the skin by getting rid of surface level dead skin cells.
- This help to smooth fine lines, reduce the appearance of wrinkles, and improve the texture of the skin.
- Retinoids unclog pores, reducing the risk of breakouts and acne, a common concern in women over 40 who might be dealing with the hormonal imbalances of perimenopause.
- While they are incredibly effective, retinoids can be potent, so it's important to introduce them gradually into your routine and to pay close attention to skin sensitivity.
- Retinoids should not be used before sun exposure, which is why it is recommended to use retinoid products at night, rather than in the morning.



Wellegant Woman: Redefining Midlife Skincare Essentials:

For Women Over 40

Steps in Your Skincare Routine:

Morning

Step 1: Cleanse (Use a cleanser targeted to your specific skin type - oily/combination/dry)

Step 2: Vitamin C Serum

Step 3: Eye Cream

Step 4: Moisturizer (Use a moisturizer targeted to your specific skin type - oily/combination/dry)

Step 5: Sunscreen (Mineral/physical sunscreens are most effective)

Evening

Step 1: Remove makeup (An oil based makeup remover is recommended)

Step 2: Cleanse (Use a cleanser targeted to your specific skin type - oily/combination/dry)

Step 3: Retinoid/Retinol product

Step 4: Eye Cream

Step 5: Moisturizer (Use a moisturizer targeted to your specific skin type - oily/combination/dry)

The Advantages of Clean Beauty Products:

- Clean beauty refers to skincare and cosmetics that are created without harmful or toxic ingredients. These formulations are designed to be safe for both your skin and overall health. Clean beauty brands prioritize using natural, sustainable, and non-toxic ingredients.
- Conventional skincare products often contain a cocktail of potentially harmful ingredients like parabens, phthalates, and synthetic fragrances. Over time, exposure to these toxins causes them to accumulate in the body, leading to what's known as a "toxic load." This burdens the liver causes hormonal disruption, which of course contributes to various health issues and a lot of the symptoms of perimenopause and menopause.
- Clean beauty products offer numerous advantages, particularly for mature skin. They also play a pivotal role in reducing your body's toxic load, which has the added benefit of helping with hormone balance and overall health.
- Look for transparency in labeling. Look for skincare products that do NOT contain ingredients such as parabens, phthalates, sulfates, and artificial fragrances. For guidance, refer to the Environmental Working Group website to see which products/brands are EWG certified.



Wellegant Woman: Redefining Midlife Skincare Essentials:

For Women Over 40

Some of my Faves:

Makeup Removers

- [Palmer's Skin Therapy Cleansing Oil](#)
- [Farmacy Green Clean Meltaway Cleansing Balm](#)
- [Garnier Skinactive Micellar Cleansing Water](#)

Cleansers

- [La Roche Posay Lipikar AP+ Gentle Foaming Moisturizing Wash](#)
- [IT Cosmetics Confidence in a Cleanser](#)

Vitamin C Serums

- [Sunday Riley C.E.O. Glow 15% Vitamin C Brightening Serum](#)
- [Dr. Dennis Gross C Collagen Serum](#)
- [Jan Marini C-Esta Face Serum](#)

Eye Creams

- [Sunday Riley Autocorrect](#)
- [IT Cosmetics Confidence in an Eye Cream](#)
- [Jan Marini Luminate Eye Gel](#)

Moisturizers

- [Kiehl's Ultra Facial Cream](#)
- [La Roche Posay Toleriane Double Repair Face Moisturizer](#)

Sunscreens

- [Elta MD Sheer Face Sunscreen SPF 50](#)
- [CeraVe 100% Mineral Sunscreen SPF 50](#)

Retinoid/Retinols

- [Sunday Riley A+ High Dose Anti-Aging Retinol Serum](#)

Lip Masks

- [Chuda Hydrating Lip Treatment](#)
- [Laneige Lip Sleeping Mask](#)