

Your anti-pollution skincare regime sorted

Living in a busy city doesn't have to wreak havoc on your skin, says **Rebecca Fearn**



from smoke to exhaust fumes, blue light to the food we eat and the amount of mobile phone radiation we're exposed to, there are many different forms of pollutants that can have a negative impact on our skin. As one of the biggest contributors to ageing, pollution can lead to fine lines, dullness, sensitive skin and pigmentation. The good news is that the skincare industry is one step ahead in tackling the problem with a host of products designed to help prevent damage and to support skin that feels and looks depleted because of environmental aggressors. Here's what we should be doing to keep our skin looking healthy.

REMOVE MAKE-UP AND DOUBLE CLEANSE

It may sound obvious, but ensuring make-up is always effectively removed by double cleansing is a must when it

comes to targeting the effects of pollution. Certain pollutants, such as fine dust, are able to penetrate pores and need to be removed to maintain the skin's healthy look. Equally, a double cleanse ensures skin is completely clean and prepped for the next steps of your skincare routine so the products can get to work properly. Use an oil-based cleanser to remove make-up, then follow up with the Elizabeth Arden Prevage® Treatment Boosting Cleanser, which contains an enzymatic exfoliator to clean and refresh.

OPT FOR ANTIOXIDANTS

The danger of pollution is that it can cause oxidative stress and generate free radicals, which can both injure healthy skin cells. Free radicals also interfere with the skin's ability to produce collagen and elastin, often resulting in accelerated signs of ageing. Choosing skincare that contains antioxidants can help to neutralise these free radicals

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Skincare that contains antioxidants can help to neutralise free radicals and boost the skin

and boost the skin. The Elizabeth Arden Prevage range contains the powerful antioxidant Idebenone, which is a fine orange powder originally used medically, that helps to target signs of ageing caused by environmental aggressors such as pollution.

USE TARGETED SKINCARE AND UV PROTECTION

Prevention is often better than treatment, so invest in targeted skincare to help your skin prepare for city life. Using products aimed at protecting skin from harmful pollution is advisable, as is wearing an SPF daily. UV damage is an environmental aggressor you cannot avoid no matter

where you live, so incorporating a sun-safe formula into your routine can help to reduce the risk from harmful rays.

MOISTURISE AND TREAT

After cleansing, moisturising helps to hydrate the skin. If it contains effective ingredients it aids in creating a strong skin barrier that pollutants struggle to penetrate. The Elizabeth Arden Prevage Anti-Ageing Moisture Cream SPF 30 delivers intensive moisture, and helps to protect against damaging UV rays.

It is also wise to give skin a deep cleanse to keep pores that may have been affected by pollutants happy. Elizabeth Arden's new professional at-home peel, Prevage Progressive Renewal Treatment, aids in sloughing away dead skin cells. It contains alpha hydroxy acids - to exfoliate and reveal a brighter-looking, even complexion - and Idebenone, which helps protect newly revealed skin cells.

PRODUCTS TO PROTECT AGAINST POLLUTION

1
Detox
Prevage® Anti-ageing Treatment Boosting Cleanser 125ml £39
With a soothing formula that melts away make-up, this makes for a great secondary cleanse.



2
Treat
Prevage® Progressive Renewal Treatment £180 The new regimen that redefines the classic at-home skincare peel.



3
Correct
Prevage® Anti-ageing + Intensive Repair Daily Serum 30ml £170 This targeted serum helps to fight against signs of ageing and leaves skin with a glow.



4
Moisturise
Prevage® Anti-ageing Moisture Cream SPF 30 PA++ 50ml £120
A well-rounded day cream that helps to target fine lines, and contains added sun protection too.



5
Protect
Prevage® City Smart SPF 50 40ml £55
A new skincare defence, this combines UV protection with a unique enzyme complex to help strengthen skin.



For more information, visit elizabetharden.co.uk

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ILLUSTRATION BY JESSICA DURRANT