

# The cold war

*The Salon* reveals how to help your clients combat skin savaging weather conditions this winter

**S**ub-zero temperatures, Arctic winds and the onslaught of winter rain, sleet and snow in January is enough to tempt anyone into hibernation. Unfortunately, for the majority of us, staying burrowed indoors is not an option. And mixing central heating-controlled climates with British winter weather is not only bad for the soul - it wreaks havoc on the skin too.

"The combined effects of cold weather, wind and low humidity caused by central heating deplete the skin's natural lipid barrier, causing it to crack, chap and become irritated," says dermatologist Dr Tuhin Dev. Low humidity, he warns, causes increased water loss from the skin, resulting in dehydration. "This drying effect," the expert adds, "causes the skin to become sensitive and irritated due to increased water loss."

Deborah Mitchell – founder of celebrity favourite skincare line Heaven - advises that artificial heating can be a fundamental pitfall for flawless skin during the winter months. "Before central heating our skin would get warm naturally through wearing layers of clothing," she explains. "This would make our natural oils flow, whereas now, going from the cold extremities of outside into central heating inside not only dries the air we breathe but also takes the moisture from our skin."

Apart from the obvious complications posed by skin dehydration, excess diets and alcohol consumption over the festive period makes a recipe for disaster when it comes to healthy looking skin.

Luckily, salon professionals can offer a host of SOS skin treatment solutions to combat client complaints for all over the body. Here *The Salon* dissects the main problem area offenders and offers expert advice on how to deal with them...

**Area:** Face

**Complaint:** Super dry, wind-burnt, thirsty skin

**Cause:** Outdoors weather poses harsh low temperatures and cool winds; inside skin is subjected to low humidity caused by central heating

**Antidote:** The main focus for relieving parched winter skin should be feeding it with vitamins and rich, nourishing ingredients. "A treatment that adopts a gentle exfoliating product followed by a vitamin-rich mask, that packs water rather than oil into the skin, will banish dehydration lines and calm irritated skin," recommends Dr Tuhin Dev.

Facials that care for the skin coupled with home care regimes comprising intensive moisturising treatments are a sound bet for clients. "Keeping skin hydrated makes it

both smoother and more radiant, helping it appear healthy and toned," says Shenaz Shariff, founder of Harley Street's Face and Body Clinic. "Choose products containing natural ingredients such as almond oil, olive oil and mango nutter. Squalane, a lipid from olive oil, is identical to the skin's natural oil so gives an incredible feel to the skin and is a great hydrator."

Chemical peels and microdermabrasion treatments can also be super winter saviours. "Aimed at improving the condition of the skin, skin peels or a combination treatment of a peel and microdermabrasion will enhance hydration and improve remodelling of the skin," explains *Channel Four's How To Look Good Naked* skin expert Dr Hilary Allan.

And to combat red wind-blasted faces and visible veins, the expert recommends Photorejuvenation laser treatments as further option to consider. "This will not only help with the redness, but also improve the overall texture of the skin," she says.

**Client advice:** So how can you advise clients to look after their facial skin in between treatments? "Recommend that they look after skin from the inside and out," says Shariff. Dr Dev agrees adding, "Tell clients to drink plenty of water. They should also apply a rich moisturiser to their face and body after a bath or shower while the skin is still damp."

MD Formulation's Vicki Redfern recommends a new skincare regime to match the change in weather. "Swap lighter summer products for super-rich replenishing products," she says. "Look for moisturisers that seal in hydration and prevent water loss. A great tip is to place a bowl of water near a radiator to help keep the atmosphere moist and skin hydrated." The expert also reveals that clients should be advised to wear a sunscreen through winter containing zinc oxide. "This protects the skin against wind, temperature change and of course, the ageing rays."

When choosing products, Dr Allan recommends they should contain strong hydrating ingredients and anti-oxidants such as vitamin C to fight free radical damage, plus an SPF for complete protection. "Combine this with the use of a peptide serum at night and you will be providing your skin with all the ingredients to avoid problematic skin during the winter months," she explains.

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BEFORE AFTER

Reader Response 30

**Area:** Décolletage and back

**Complaint:** Congested, black head prone, blemished skin

**Cause:** Wearing heavy clothes in a central heated atmosphere can enlarge the pores and attract dirt and grime. Sebum production is not regulated properly and eating more comfort skin can slug up the system and make the liver work harder. Toxins build up in the body and cause blackheads, blemishes and dehydrated skin.

**Antidote:** Clients should be given deep exfoliation and nourishing treatments. "Steam or hot compresses should be applied to the area to open the pores and relax the skin," recommends John Birtwistle, MD for Silhouette. "Exfoliation or peeling for the removal of dead skin cells and the black heads is the first step to dealing with the problem, followed by a cream or peel off mask."

Beauty consultant Tina Richards, who recently co-presented *The Truth About Beauty* on UK Style TV, also recommends sloughing away dead skin to aid the underlying problem. "Clearly the hormone DHT plays a central role in the manifestation of acne," she says, "but gently exfoliating dead skin cells away from pores can noticeably help improve the condition."

Helena Lundvik at Primrose Hill's Momji Tree recommends, "For a blemished back and décolletage, we use a Hungarian herbal mud treatment. This does wonders for irritated and acne prone skin, lack of tone and fatigue complexions. The skin feels wonderfully smooth and there is immediate comfort and balance."

A Swedish or lymphatic draining massage can also help to detox the body and relax a stressed mind. "The circulation will increase, helping the body to get rid of toxins and waste products," says Helena, "leaving the skin renewed and smooth."

**Client advice:** Tina Richards recommends offering a specialist home care regime for each client and charging for the service. "In my professional opinion, a consistent home care program produces the best results every time since it is regular continuous treatment that is required to produce noticeable

improvements," she says.

The expert advises that clients cleanse the affected area once a day with a salicylic acid or glycolic acid wash, gradually moving up to both morning and evening. And then this regime should be fortified three to four times a week with a sulphur-based cleanser, which should be used instead and left on for a few minutes before rinsing it off. "I like Rodan and Fields Acne Treatment Sulfur Wash or DERMAdoctor Ain't Misbehavin' Intensive Skin-Correcting Sulfur Acne Mask," she reveals. "After cleansing, advise clients to gently dry themselves with a towel and spray the area with either Rodan and Fields Unblemish Salicylic Body Spray or Murad Clarifying Body Spray, also containing salicylic acid, and allow to dry."

**Area:** Skin tone

**Complaint:** Dull complexion, lack-lustre pale sallow skin

**Cause:** Lack of UV exposure due to staying indoors; body covered in layers of clothing and under-exfoliated skin can result in a dull complexion all over the body.

**Antidote:** "Exfoliation is really the best way to kick-start circulation, eliminate dead skin and prepare skin for heavenly moisturisation and nourishment," recommends Andrew Petrou of Skin Doctors. "Use a product on your clients that contains retinol or alpha-hydroxy acids." The expert maintains that skin on the body can be more resilient so can tolerate higher levels of these or a combination of both. "An added benefit for those with uneven skin tone is that these can continue the exfoliation process and help fade trouble spots," he says. And if uneven skin tone or pigmentation is a primary concern, Andrew advises on looking out for products that contain liquorice or bearberry (these act on melanocytes to inhibit tyrosinase activity). "The same advice applies for the face," he concludes, "only look to milder products and do not neglect SPF in winter."

Sarah Burns at GloTherapeutics advises that both mechanical exfoliators and chemicals such as acids are important to aid complexions as they serve two functions. "The mechanical exfoliation will brush away all the dead skin cells, ▶



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while chemical exfoliation will loosen the intercellular glue that bonds the skin cells together and lift away the sticky dead skin cells," she says. The expert recommends first performing chemical exfoliation treatments followed by mechanical exfoliation. "Follow this path to yield the best results by working with the natural processes of the skin," she advises. "Once the useless, dead skin cells have been cleared, follow with ceramides, humectants and nutrients to add hydration back to the skin."

**Client advice:** Sarah recommends a combination of products and treatments to yield the best results. She believes that the first step to good home care is an exfoliation regime to remove the dead skin cells that give skin a lack-lustre appearance. "This will also enable better adsorption of other active ingredients, such as brighteners that help fade age spots and create an even complexion," she says. Moreover using a toner, which many clients leave out of the cleansing process, is an essential factor to achieving a fresh complexion. She adds, "This will remove any impurities that can be left behind and rebalance the skin's natural PH."

So with all these solutions on offer, clients will be spoilt for choice on keeping their skin looking flawless this winter. Let it snow!

Cool contacts

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- Cavallieri Skincare UK – 0208 568 4565
- Comfort Zone – 01827 280 080
- Dr Tuhin Dev Skin Care Ltd – 0845 5210 299
- Éminence Organic Skin Care – 01527 834 904
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