

EYES ON THE PRIZE

(as Feat. in BeautySouthAfrica)

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We know we should take care of our skin, but we should pay extra attention to our delicate eye area. After all, the health of our eyes gives a lot away, and not just our age.

BSA reader Sandra Phoma has this question: When is the right age to start using eye creams?

Skin Renewal founder and expert, Dr. Maureen Allem, replied:

Fine lines and dark shadows generally settle in around your early to mid-twenties, and crows-feet from your late twenties and early thirties, worsening as we age and lose the vital volume which once left us looking fresh and youthful. To make matters worse, guess where the least amount of collagen and elastin is found naturally in your skin? Yip, around your eyes!

So it's always a good idea to treat your skin or any area, based on what you observe on the skin. If you start seeing fine lines or thinning of the skin around your eyes, that's the perfect time to start using an eye product. Of course, prevention is better than cure, so until you notice something specific, it's wise to use products that keep the skin hydrated and protected.

However, bear in mind that a cream will have limited results on the damage that's already been done. A cream cannot

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