

How to hydrate

post-summer skin

Sun, sea, sand and Sangria — the summer and all its delights bring with them a host of dermal problems for the average Irish woman, and many of us are suffering the devastating dermal effects of the last season.

Add to this the fact that central heating has been switched on and the weather is cooling down and it's no surprise that dullness, dryness, flakiness, patchiness and fine lines and wrinkles are the order of the day.

This week, we quiz leading Irish skin-care expert Tara Collier from Academie on how to treat the most common autumn skin complaint — dehydration.

Whether you opt for some DIY home treatment or something more professional, here's what the blonde beauty babe has to say...

BY
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CLEANSING — good skin begins here

1 Often relegated into second position in favour of moisturisation, Tara believes good skin begins with a good cleansing regime.

As dehydrated skin has a tendency to be tight, itchy and uncomfortable, many of us make the mistake of avoiding cleansing and exfoliating, which we believe can dry out skin.

Tara says the skin can only be compromised if we use the wrong cleansers — especially wash-off ones, which can further dehydrate the skin.

Instead chose a cream cleanser, such as Academie's Hypo Sensitive Cleanser (€23.95), which is gentle on even the most sensitive of dehydrated skins.

Apply with the fingers in a circular massaging motion and remove gently with tissue.

As dehydrated skin tends to be flaky, it is also important to exfoliate.

Tara recommends the Gentle Peeling Cleanser (€23.95) from the range, which contains beads for gentle cleansing and exfoliation.

MOISTURISATION — hydration is key

2 What many people don't understand is that dehydrated skin is not a skin type, only a temporary condition.

When it comes to types, Tara says there is dry, oily, normal and combination, all of which can become dehydrated, especially at this time of year.

Whether oily-dehydrated, combination-dehydrated, normal-dehydrated or dry-dehydrated, Tara recommends using a specific hydrator that works first and

foremost on the levels of hydration in the skin, alleviating any associated problems, such as tightness or flakiness.

The hydrator should only be used in the short-term to raise hydration levels, before moving on to a more specific moisturiser that targets underlying problems such as dryness, congestion or premature ageing.

From the comprehensive range of Academie moisturisers, Tara recommends



Creme Veloutée (€39.95) for dry dehydrated skin types — or Fluide Léger (€39.95) for oily/combination skin types.

PROFESSIONAL TREATMENTS — results guaranteed

3 When it comes to diagnosis and treatment, our skin is safest in the hands of the professionals.

One of the most popular hydrating facials at the moment is Academie's Optimum Hydration facial, which lasts approximately one hour and costs €50.

According to Tara, this facial is suitable for dehydrated skins of all types and is the first port of call for all further facial treatments for specific skin problems, such

as fine lines and wrinkles or acnified skin.

Tara believes it is vital for the skin to be hydrated before any other treatment is carried out — as dehydration forms a barrier against many of the active ingredients in specific treatments.

The Optimum Hydration facial is clinically proven to improve skin hydration by 52 per cent.

Academie is available at more than 100 salons. Phone 046 9481091 for details.

