

beauty SINS

Ten forbidden practices that
can destroy your looks –
if you let them

1. *Blindly Trusting Labels*

Many products labelled as 'hypoallergenic' actually contain ingredients which can trigger allergic reactions. "Hypoallergenic' implies that a product is less likely to cause allergic reactions," says Paula Begoun, skincare expert, "but there are absolutely no testing methods, ingredient restrictions or regulations that determine whether or not a product qualifies as being hypoallergenic."

2. *Skipping Anti-oxidants*

"Extensive research has shown that diets high in antioxidants are exceptionally healthy for your skin as they build collagen and repair damage," says Paula. Make sure your diet contains food high in Vitamin A, C and E (like broccoli, carrots and spinach). "The same goes for when you apply antioxidants to the skin," continues Paula. "Your skincare products should be filled to the brim with them."

3. *Overdosing on Sugar*

Having a sweet tooth can be highly detrimental. Not only does it speed up the ageing process, it can leave skin looking dull and lifeless. "It doesn't matter if it's honey, white or brown sugar or fruit juices," says Paula. "Anything that breaks down quickly in your body and becomes sugar causes inflammation and damage to the systems in your body and your skin." So put down that chocolate bar!

4. *Using Ill-suited Products*

"Many women suffer from bad skin because they may be using inappropriate skincare or makeup," says dermatologist Dr Stefanie Williams. "If your skincare is too rich, it can cause breakouts. Likewise, you can upset

your skin if you keep switching and changing your skincare or trying new products on a regular basis." Arrange a consultation with a skincare specialist who will be able to tell you which products suit you and which don't.

5. *Whitening Teeth*

"Teeth whitening toothpaste can increase the risk of wearing away tooth enamel permanently, especially if it has abrasive content," says dental expert Professor Andrew Eder. "There is also the problem of not knowing the long-term effects of some of the newer in-surgery or over-the-counter products."

6. *Over-using Products*

It might feel like you're doing your skin a favour by layering on thick, rich products but it can actually have the opposite effect. "Avoid using a thick night cream as it clogs pores and blocks sweat out," advises skincare specialist Dr Askari Townshend. "Those with oily, acne-prone skin in particular should stay away from thick skin products."

7. *Skipping SPF*

Not wearing sunscreen is one the worst things you can do for your looks. "Wear a minimum of SPF 30 everyday – even if you have dark skin," says Dr Askari. "Most of my Asian clients suffer from high pigmentation and this is caused by not being protected against the sun. Even if you don't burn, the UVA rays can cause ageing."

Remember to stay protected even in the winter and re-apply after a few hours.

8. *Over-exfoliating*

Although exfoliating can help revive dull, dry skin you should limit it to 2-3 times a week. "Overdoing can be very damaging as it leaves skin stripped and sore," explains Caroline Frazer, Simple skincare expert. "Three times a week is sufficient for most people if you're using a scrub."

9. *Irritating Blemishes*

"Steer clear of old wives tales," warns Caroline. "Dabbing toothpaste on your spots will certainly

dry them up but it will also irritate the skin around them. Your teeth are much harder than your skin and toothpaste can be very abrasive – don't do it!"