

Hiya!

Today I watched a section on *This Morning* about the new anti-ageing cream that Boots is promoting.

Apparently there is a **HUGE** waiting list.

Why?

Are we really THAT bothered by our faces showing signs of age?

Of course the answer is yes! Who doesn't want to slow time and age more slowly?

Why shouldn't we use creams to help us along?

Do they even work?

Why stop there? Wouldn't it be better to get filler or botox?

How much is this new cream anyway? What's in it? How do I get on the waiting list?

So many questions!



<<<<<<< Here it is! Will it be worth waiting for?

It got me thinking about how sensitive people are about their ageing skin.

How much does it matter to you?



I don't think anyone can judge anyone else for wanting to make the most of their youthful looks. No one wants to see any ageing face looking back out at them in the mirror. Or do they?

Do you care?

Do you not care?

Does it matter?

If you treat yourself to regular facials you'll know the benefit you feel afterwards - the refreshing feeling of being extra "clean".

You'll know how the process relaxes you and how you leave with your skin glowing!

If you look after your skin then it will age naturally but look healthy. If you want to keep your youthful looks – you HAVE to resort to 'help'.

Is that a problem?

Well, for me no. Personally I choose not to have fillers, botox or anything in or on my face. But I also have nothing against it. Personal choice and all that.

It does make me wonder though the reason we want to keep our youthful looks so very much. The obvious fact is fear of losing our attractiveness (note: remember the rest of you will age if your face doesn't) and the realisation that we are, in fact, growing a little older.

So that made me think (in lockdown, lots of stuff makes me think!). My priorities and reasons will be different to yours. However, here's my take on face ageing and skin care. As someone who is qualified to make skin care products (and used to have a business selling them before moving attention to another business which moving faster), I am totally obsessed with caring for my skin – **all of it** – not just the face!!

So here's what I do.

- ✱ I look after my skin with a twice daily routine and the odd facial (please may these places open back up soon!) plus an occasional scrub or mask.
- ✱ I wear little makeup but rarely go anywhere without it. I don't plaster on foundation but that's my choice. I prefer tinted moisturiser as I am lucky to have decent skin.

However, the little makeup I wear does not cover the ever-increasing wrinkles, laughter lines and age spots.

Do I care?

Well – yes. I’d rather not have them. However, I have become accustomed to knowing they are just a part of my life as it progresses. My skin is good and looked after and I am ageing (sort of) gracefully. At least – naturally.

If I still had my twenty year old skin, I wouldn’t have my children or my new grandchild.

So I see ageing skin as something we just have. End of. Look after it, respect it, remember it’s what’s behind the skin that makes you YOU.

Oh and for pity’s sake – WEAR SPF!

Selina x

Selina at the Blue Lagoon, Iceland

