

SKIN SAVERS

Don't underestimate day creams when it comes to skincare – the right ones will guard against pollution and the harsh sun.



Carley Dowdle
from Asap.

Many people think that night creams and serums are the most important cosmeceutical products in a skincare routine as they contain potent active ingredients. But what many people don't

know, as cosmetic chemist and Asap managing director Carley Dowdle points out, is that it's important to use products with active ingredients during the day, which can reduce the need to use night products. Any product worth buying should perform two key jobs: treat and protect the skin from both sun damage and pollution. Here, she explains what to look for when choosing a day cream.

All skin types will benefit from a product containing vitamin B3 or niacinamide. Research has shown that niacinamide lowers the risk of developing non-melanoma skin cancers and the use of topical niacinamide can reduce the rate of new skin cancers, as well as premalignant actinic keratosis.

Products containing niacinamide improve and maintain skin integrity, helping the skin to provide an essential barrier from pollution and infection. It can protect skin from damaging

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infrared light as well as help minimise fine lines and hyperpigmentation.

Plus, it can help with common skin complaints such as dullness, redness and blotchiness.

When purchasing, look for products that contain a high percentage of niacinamide, such as Asap Super B Complex, a fast-acting serum.

It is well known that UV radiation is the primary cause of skin ageing, so protecting the skin from UV rays is crucial for skin health and

appearance as we age. But there is some confusion over the role of UVA versus UVB. Put simply, UVA exposure can cause wrinkles and age spots, while UVB exposure is more likely to cause burning and hyperpigmentation. Importantly, over-exposure to either UVA or UVB can lead to skin cancer, so it is essential to wear a broad-spectrum sunscreen to protect from both.

Ideally, a sunscreen will have a combination of physical sunscreens (which deflect harmful rays and tend to last a little longer on the skin) and chemical sunscreens (also known as organic filters), which typically





From left: Asap Super B Complex, \$95; Asap DNA Renewal Treatment, \$129; Asap Ultimate Hydration, \$85; Asap CC Correcting Cream, \$55; Asap Moisturising Daily Defence, \$55; Asap Pure Loose Mineral Foundation, \$45, and Kabuki Brush, \$25; Asap Pure Skin Perfecting Mineral Foundation, \$65.

offer more coverage against both UVA and UVB rays.

For broad-spectrum protection, try Asap Moisturising Daily Defence with niacinamide or Asap CC Correcting Cream and reapply it regularly, as often as every two hours if outside.

Some people with dry skin may need to apply a moisturiser before sunscreen, such as Asap Ultimate Hydration, which not only contains niacinamide, but also cross-linked hyaluronic acid to keep skin supple. Those with oilier skins or people in warmer climates may only need a light moisturiser like Asap Advanced Hydrating Moisturiser before sunscreen.

Environmental pollution is one of the biggest threats to our skin. Combined with UV rays, pollution depletes the skin's protective antioxidants three times faster than ozone (a toxic form of pollution) does alone. Look for skincare products to protect against free radical damage and reinforce the skin's natural protective layer such as Asap DNA Renewal Treatment.

Cosmeceutical actives are no longer limited to skincare – and are now found in many make-up products. A mineral foundation with sun protection and hyaluronic acid keeps the skin plump and bright, such as Asap Pure Loose Mineral Foundation. Asap Pure Skin Perfecting Mineral Foundation has the added benefit of helping to minimise the appearance of pores as well as offering additional sun protection.

To help you find the right cream, editor Ricky Allen has rounded up the latest essential daytime products.



Clockwise, from top: Elizabeth Arden Prevage City Smart With Sunscreens Hydrating Shield, \$89; Alpha-H Daily Essential Moisturiser SPF 30+, \$46.95; Dr. LeWinn's Line Smoothing Complex S8 Hydrating Day Cream, \$74.95; Clarins Super Restorative Day Cream – Very Dry Skin, \$138; Rationale Immunologist UltraCreme, \$168; L'Oréal Paris Age Perfect Cell Renewal Day Cream SPF 15, \$44.95.

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