

# Professional

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# BEAUTY



Calm down!  
*putting the  
"ill" in pill*

**SWEET  
REVENGE**  
*the age of glycation*

Truth serum  
*investigating  
ingredient veracity*

**SWIFT  
AND SURE**  
*building brand  
domination*



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# 7 Essentials For Shimmering Through Summer

By Dr Adam Sheridan, AAFPS

Summer at last... and time to embrace the warming air of renewal and plan for upcoming festivities. Here are some simple tips to ensure you and your clients launch into the season, sail through on a high, and escape to tell the tale!

## 1. Plan, plan, plan

With well over a month to go until the heart of the action, now is the perfect time to get out the calendar, mark up your big events and your schedule for success. Allow for at least a week either side of important times as a 'safety zone' to allow for the after-effects of treatments leading up to an event to settle and clear, and for the after-effects of a party well enjoyed (dehydration, lack of sleep etc.) to clear prior to the next planned treatment.

Give special thought to procedures — such as Botox, fillers and lasers — that require several treatment sessions to achieve maximum results and schedule these in now. This allows time to gradually approach the end result you desire, rather than lunging for it at the last minute, and avoids last minute disappointment when you find your favourite therapist is unavailable or the projected down time is longer than first expected and will run into your big event.

## 2. Be brave, not rash.

Year's end is a time to embrace change and try new things. That said, avoid trying a new product for the very first time just prior to an important engagement. Ideally try such products a few weeks in advance so any unexpected consequences, such as allergic irritation or an acne break out, may

be dealt with. A handy hint is to try a test patch the area of a 20c piece on your inner upper arm for two weeks to be sure it suits your skin, before applying more generally. Avoid fragranced products where possible, and if irritation ensues, pull back and settle your skin with a gentle moisturiser. Avoid last-minute desperate scrubs and peels and seek medical advice if problems persist.

## 3. Pre-hydrate.

Just as elite athletes know that hydration prior to competition is as important as the half time oranges, so too will the serious socialite benefit from advance hydration. Moisturise both inside and out. Two litres of pure water a day (coffee, tea and juices don't count) and a daily moisturiser will prepare you for the dehydrating effects of alcohol, rich food, late nights and daggy dancing. We also tend to apply and reapply make-up and hair products more frequently in the holiday season, and moisturised skin, hair and nails will better weather this happy storm.

Remember unloved areas such as the hands and feet. You will no doubt be shaking hands and high-fiving friends and colleagues, and formal shoes and heels can also take their toll.

## 4. Diet.

We all know that our diet forms the foundation of our inner and outward health. Give special thought to a balanced diet replete with fresh and varied vegetables, fruits and fish. These are great sources of antioxidants, vitamins and Omega 3 fatty acids; all essential for skin, hair and nail health. In a pinch, look for quality proven supplements containing vitamins A, C, D and E; biotin; zinc and resveratrol.

## 5. Stock up on virtuous exercise and sleep

We all know these essential activities are hard to get enough of at the best of times, not least in party season. Plan ahead and make some deposits 'into the bank' ahead of time. You will look and feel your best; and better absorb the inevitable indulgences to follow.





“Avoid fragranced products... if irritation ensues, pull back and settle your skin with a gentle moisturiser”

Sleep will also reduce the risk of stress-related break-outs, cold sores and bad hair days.

**6. Photo-ready your look.**

These tips will help you confidently stand your ground front and centre when the flash bulbs start to pop.

Camouflage angry acne spots with a green-based concealer as this negates the redness.

Counter T-zone sheen with an oil-absorbing lotion, or pat away just prior to the photo with an absorbent tissue. If you have a shiny base complexion, choose powder over liquid foundation as the latter encourages an unflattering shine in photos.

Brighten dark circles with a salmon pink shade, and address the underlying dehydration with an intense moisturising cream or hyaluronic acid substance.

**7. Sunscreen.**

No dermatologist can ever resist mentioning this. Here, the trick is to remember areas that are newly exposed pre-summer. Think the swept-up hairstyle creating a new scalp part at the races, or an area of back, legs and feet protected over winter, now exposed by spring carnival attire. Protect yourself with a well-placed fascinator, hat or sports SPF spray and put dibs on a seat in the shade! ■

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