

FYI

# Choosing the right SKIN SERUM

Any avid beauty product user will just gush about skin serums and how they have worked actual miracles. From the newly initiated user's perspective, the horizon is not that clear. The question that all users of any beauty product will ask is – does it really work? They should as this is investment on the most prized physical asset one has — one's face.

Skin serums promise freedom from oiliness as well as quick absorption. There are as many serums available as there are stars in a clear night sky. So ending up with a wrong type is more than likely. Since a lot of products are used on the face at the same time, it is essential to know the side-effects.

Typical fairness creams, alongside weekly facials or waxing may cause irritation in case of using a highly concentrated serum with rejuvenating properties. Also, sun burnt skin is prone to rashes if cleansers or skin brightening serums are applied. Even serums of the same type may have different effects on the skin due to their difference in serum base and other ingredients.

Sometimes a serum may even react badly with the foundation or other make-up products if not given enough time to set into the skin.

With so many variables to consider, going for a costly skin solution may seem counter intuitive.

Serums themselves are quite on the higher end

of premium make-up products, so their prices too are on that level. There are a number of silver linings though. Beauty websites and blogs try their best to answer how a product turns out. Although most of these cater to Caucasian skin types, some are popping up to include Indian and other Asian skin types.

One common fool proof method of patch testing is applying a bit of the product behind the ear lobe. After two weeks of application if nothing occurs, it's safe to say that the serum is good to go. But, if it does not work out, there may not be much to do. As refunding is not an option for beauty products, gifting it to someone who does not have the same predicament may be the only option. However, serums do make good hand/nail moisturisers, so in case a bottle did not go with the facial skin, it can be put to good use after a manicure or pedicure.

Serums are made differently, that is one fact the new user has to put first before investing. Trial and errors are expected, but not at the cost of one's skin quality. It is best to do some research, especially regarding ingredients and how they act. After all, the point of it all is to not have to worry about an additional thing in your regular beauty regimen.

By Iris Farina

TIPS

# Yoghurt: the super food

Eating a healthy, balanced diet is important for maintaining good health, helping you feel your best. The nutrients needed by children are the same as needed by adults, but the amounts vary.

School-aged children are still growing. Growth requirements combined with physical activity play a role in determining a child's nutritional needs. While carbohydrates and fats provide energy for growth and physical activity, protein builds, maintains and repairs body tissue.

However, as children grow, their calcium intake does not always keep up with recommended daily allowances. Calcium is particularly important in building strong bones and teeth. Yoghurt is one such super food that can meet all the dietary needs.

Yogurt eaters get a dose of protein, plus several other nutrients like vitamin B, potassium, magnesium and probiotics.

Probiotics are 'friendly bacteria' that are naturally present in the digestive system and it helps boost the immune system.

Yogurt is a richer source of nutrients than most types of milk and it helps maintain gut health by combating lactose intolerance, constipation, and diarrhoea.

Eating one cup of yogurt a day provides approximately a third of your child's daily calcium needs.

For the elderly, bone density suffers when calcium needs are not met. Osteoporosis, brittle bone disease, sets in if diets are not providing adequate calcium-rich foods. Lower fat versions of yoghurt contain just as much calcium as their higher fat counterparts, which can help reduce the risk of high blood pressure.

The easiest ways to incorporate yoghurt in your diet is to have it a smoothie, with fresh or dried fruits and oats, or in a salad.

By Amreen Bari



## Nutrition not Ensured

Because most of the time children don't want to eat. As a result, their daily nutrition requirements may remain unfulfilled.



## Nutrition Ensured

Because of healthy and tasty Shokti+ Yogurt. 1 cup of fortified **Shokti+ Yogurt guarantees 30%\* fulfillment** of children's daily requirements of Iron, Zinc, Vitamin A and Iodine.

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