

Turning 30? Don't worry, your skin hasn't gotten the memo

Thirties are the new twenties! Your mind might accept this, but your skin will end up showing the signs. Your skin experiences subtle changes as your 20s come to an end, necessitating a more thorough approach to skincare. It is crucial to modify your skincare routine in order to preserve that radiant youth and ward off indications of ageing.

In this article, we will explore essential skincare elements that will help you shine with confidence throughout this eventful decade of your life.

REGULAR ROUTINES

Cleansing

The right cleanser can change your skin care game. As we apply cleansers on our face every day, it is crucial to find one that complements your skin type. Do not fall into trends and buy whatever the influencers are suggesting; choose the right one for you.

Moisturising

As we age, we start losing moisture from our skin, using a moisturiser can help avoid dryness on skin. This also conceals skin blemishes.

Sunscreen

The earlier you start using sunscreen, the better. And during your 30s, sunscreen can help reduce the signs of ageing as well as protect your skin from the harmful UV rays.



Exfoliation

Even though exfoliation is not an everyday step in your skin care routine, you must incorporate exfoliation at least twice a week. And pay very close attention to the ingredients in your exfoliator. Avoid ingredients like walnuts, coffee, lemon or citrus fruit as these ingredients are very harsh and can strip your gentle skin cells.

TARGETED TREATMENTS

Retinoids

Incorporate retinoids into your routine to address fine lines, wrinkles, and uneven skin tone. Start with a lower concentration and gradually increase usage to avoid irritation.

Eye cream

A specialised eye cream can help diminish dark circles, puffiness, and crow's feet. Look for one containing peptides and



hydrating ingredients.

Hydration boost

Hyaluronic acid-based products can plump and hydrate your skin, reducing the appearance of fine lines.

PROFESSIONAL HELP

Consulting a dermatologist or skincare specialist can be incredibly beneficial in your 30s. They can provide personalised recommendations, treatments, and monitor your skin's progress. Consider treatments like chemical peels, microdermabrasion, or laser therapy for more targeted results.

COMMON CONCERNS

Acne

Adult acne can be frustrating, but gentle, non-comedogenic products and targeted treatments can help keep breakouts under control.

Pigmentation

Dark spots may become more apparent in your 30s. Use products with ingredients like niacinamide and liquorice root extract to help reduce pigmentation.

Sagging skin

To combat sagging skin, consider treatments like radiofrequency therapy or microcurrent facials to stimulate collagen production.

By Maisha Tarannum Iqbal

Photo: LS Archive/Sazzad Ibne Sayed

Siodil's Ato Range: A Revolution in Dry and Atopic Skincare

In response to the expanding recognition of beauty beyond traditional standards and across all genders and ages, the renowned skincare label Siodil has unveiled its cutting-edge Ato series products, integrating the latest technology in the industry. The lineup comprises Ato Gel, Ato Mist, and Ato Lotion. Specialists anticipate that these innovative Ato series products will pioneer an advanced era of skincare solutions, catering to a diverse spectrum of individuals seeking effective and modern beauty solutions. Crafted with advanced

formulations, this skincare range is specifically designed to address multiple issues related to dry skin. Siodil's Ato Gel, Ato Lotion, and Ato Mist are formulations originating from the United States, developed in partnership with Gronberg Laboratories USA after extensive testing. Every item within this collection incorporates potent active components that not only moisturize and nourish the skin but also serve as a preventive measure against dryness.

Setting itself apart from conventional moisturizers, Siodil's Ato range takes a comprehensive approach to skincare. While traditional products primarily focus on

averting dryness and basic moisture retention, the Ato line elevates the game. It's specifically engineered not only to prevent dryness but to tackle prevalent skin problems like itchiness, redness, and infections. This pioneering approach is achieved through a thoughtfully curated blend of key ingredients, working in synergy to offer unprecedented protection and rejuvenation. The star ingredients include Hyaluronic Acid, Shea Butter, Ceramide, Niacinamide, and Coconut Oil, among others.

“Say goodbye to dryness and welcome a new era of nourishing skincare with Siodil's Ato range.”

Siodil's Ato range presents a holistic

skincare solution through the Ato Gel, Ato Lotion, and Ato Mist. The Ato Gel, a powerful blend of Ceramide, Hyaluronic Acid, Niacinamide, and Shea Butter, is ideal for addressing dark spots, rough skin texture, and dry skin. The Ato Lotion offers daily hydration and nourishment, suitable for both the face and body, and ideal for individuals with dehydrated or dry skin. With a formulation of Shea Butter, Sodium PCA, and Coconut Oil, it soothes dry and irritated skin, improving elasticity and reducing water loss. Ato Mist, on the other hand, revolutionizes skincare for individuals with dry, dull skin, large pores, and rough texture. It minimizes open pores, prevents skin cracking, and offers a refreshing, youthful appearance, thanks to ingredients like Sodium Hyaluronate, Sodium PCA,

and Dipotassium Glycyrrhizinate. The Ato range from Siodil



is a testament to the

brand's commitment to providing innovative and effective skincare solutions. These products not only keep the skin hydrated and supple but also target a myriad of skin concerns, resulting in healthier, more radiant skin. Say goodbye to dryness and welcome a new era of nourishing skincare with Siodil's Ato range.

