

## Part 2

# MEN: IN YOUR SKIN



she wouldn't bite!

So guys, welcome to another installment of In Your Skin. Hopefully you have begun to take Lianne's advice and have started to explore skin care for yourself. Starting new healthy habits is never easy, but remember Lianne is here to support you and answer any questions you may have, or even to point you in the right direction with products that will work for you. Send her a note, she promised me

In this issue Lianne Taylor talked exclusively with Damn!Sexy Living about caring for the delicate skin under our eyes. Paper thin and filled with tons of blood vessels, this area of skin tends to be the first place to register signs of aging. Due to continual facial movements such as smiling, squinting, and frowning stressing this delicate skin, it develops lines much faster than the rest of our face.

As a matter of fact, this skin is so delicate that there are a number of factors that can affect the way our eyes look everyday. Lack of sleep, poor hydration, allergies, sun exposure, and age are only a few enemies to our skin. With so much stacked against us how do we even dream of protecting ourselves from baggy eyes and damaged skin? That's why we have experts!

In an ideal world we would all get our 8 hours of sleep, drink our 8 glasses of water, never forget the sun block, and be allergy free. Then the alarm goes off and the insanity begins and there is barely enough time in our day to remember what our name is. Yes, we must do our best to remember these things and work them into our routine, but a good skin care cream for the eyes is a great way to add extra reinforcements to our good intentions.

Does Lianne have a suggestion on what we should use? You bet she does, and she even has one for each generation. From your 20's to your 30's to your 40's, your skin has different needs. Remember from the last article we learned that as we get older the levels of collagen and elastin (the proteins responsible for elasticity, tone, and texture of the skin) begin to decline. So with each age bracket our skin begins to need more to help it rejuvenate.

Lianne suggests a toning eye gel. As always Skin Strategies®, a skin care line for men has just the ticket. Choosing a gel with vitamin C or K is always a good bet. Try to look for ones that talk about firming or toning your skin. As Lianne says, "There are options for all age groups. It's never too late to start using products and improving the health of the skin around those sexy beautiful eyes!"



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