

# 7 Common Mistakes People Make

**When It Comes To Skincare And Well Being**

*By Another Level Medspa*





# OUR BIG CONCEPT

*We have created this with you in mind. Helping our  
Clients make the right choices is what we are here for*

# *Contents*

1. When is The Right Time to Start Looking after your Skin?
2. Eating Habits - 'You Are What You Eat'
3. The Importance of Exercise
4. The Benefit of the Right Supplements and Probiotics
5. Living with a Skin Condition and not seeking help
6. Lack Of Qualified Information
7. Poor Choices



# 1.

When is The Right Time  
to Start Looking after  
your Skin?



*By the time we are in our mid to late 20's our bodies stop producing collagen. This is the protein that gives our skin its youthfulness, firmness and plumpness. Our skin becomes a little dryer and we begin to age.*

Dryness is a mixed blessing it means there's less risk of getting pimples, blackheads or acne but on the other hand it promotes the first lines around the eyes and mouth. In our Mid 30's collagen and elastin levels in the skin's tissue starts to break down and the skin becomes thinner and less plump and we notice the first sign of aging. We may also start to notice broken capillaries on our cheeks and larger open pores due to sun damage and that's just the start.

By the age of 35 we need to prevent and slow down these processes by adopting a good recommended cosmeceutical skincare routine with regular treatments. Just remember it is never too late to tackle ageing and the sooner we start the better.



# 2.

Eating Habits - 'You Are  
What You Eat'



*The phrase 'You are what you eat' is literally **true**. Nutrients from foods provide the foundation of the structure, function and integrity of every little cell in your body, from your skin and hair to your muscles, bones, digestive and immune systems.*

There are foods to keep skin hydrated and soft and foods that protect skin cells from damage (wrinkles). The effects of salt and alcohol are both definitely age related they are natural diuretics, which means the more you consume, the more dehydrated you become. It takes the natural moisture from the skin which causes wrinkles and fine lines. Shrimp, crab, lobster and also certain leafy greens like seaweed and spinach are naturally high in iodine, and a diet with too much of this element can lead to acne.

Some foods that are good and can help the skin are Olive oil and tomatoes which have antioxidants that help block the chemical reactions that lead to sun damage. Omega-fatty acids in fish help keep skin cell membranes strong and elastic. The antioxidants in fruit and veg neutralize the free radicals that contribute to wrinkles, brown spots, and other signs of aging. By the age of 35 we need to prevent and slow down these processes by having regular aesthetic facials and using good cosmeceutical based skin care.

*So fuel your body with the right ingredients. Drinking water at room temperature is extremely important as this is the ideal type of water the body will utilise. When iced water is consumed the body heats this before it can use it. An adult body is made up of 60% water. Water removes waste from cells, brings nutrients to cells, regulates body temperature and helps the digestion of food. When not enough water is consumed, serious complications can arise, headaches, fatigue to name a few...*

# 3.

## The Importance of Exercise







By increasing blood flow, exercise helps nourish skin cells and keep them vital. Blood carries oxygen and nutrients to working cells throughout the body including the skin, blood flow also helps carry away waste products including free radicals.



Exercise has also been shown to ease stress. And by decreasing stress, some conditions that can be caused by stress such as eczema can be improved. Exercise is vital to give the skin, which is the largest organ, its glow and radiance.



As we exercise we drink more water and this in turn keeps us hydrated and hydrates our skin and flushes out toxins. Regular exercise is necessary for physical fitness and good health. It reduces the risk of heart disease, cancer, high blood pressure, diabetes and other diseases. It can improve your appearance and delay the aging process.

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*Most people want a solution that has  
a time span but the real question most  
people are afraid to answer is..  
When do we stop ageing?*

*Perminder Birk*

# 4.

## The Benefit of the Right Supplements and Probiotics



*Vitamin c supplements help the skin in many ways it protects from sun damage by fighting off free radicals it also can reduce the effects of sunburn that has been caused by exposure to Ultraviolet Radiation.*

It helps collagen production, vitamin c can help produce more collagen which will help plump skin, speed up wound healing; the body will use the vitamin C to replace the damaged tissue, so that it can heal the wound faster. A higher dose of vitamin C will help to protect DNA which will stop discolouration and pigmentation of the skin. On the other hand a lack of vitamin C will eventually cause the skin to become rough and dry. The body does not store Vitamin C hence a good daily dose of this is required to maintain plumpness in the skins surface and help it to retain more moisture.

The consumer market for supplements is at its highest, and knowing what to take can be so difficult. It is very important to research the supplements thoroughly and understand their function. Probiotics are essential as many experts argue that good health begins in the gut, poor gut function increases the risk of digestive disorders and a host of other health problems. Acidophilus supplements are naturally found in the gut and the microorganism most commonly found in natural bacteria

# 5.

Living with a Skin  
Condition and not  
seeking help





*'I come across this time and time again, clients book in for treatments other than what is really concerning them because they feel they have to live with their skin condition. Why ?? Adult acne is on the rise - but it can be treated.'*

The skin produces natural oil called sebum via sebaceous glands connected to hair follicles just beneath the surface of the skin. This sebum helps to keep the skin supple by travelling up the follicle and out through the pores. When too much sebum is produced, however, it can cause dead skin cells to be trapped in the pores and if these become infected, a spot will form. Do not be afraid to seek help if acne, however mild, is causing you distress. According to recent studies, approximately 90 per cent of those who seek treatment see a 50 per cent improvement after three months, and flare-ups can often be controlled with further treatment. Some of these treatments aim to reduce the production of sebum, prevent dead skin from getting trapped in the hair follicles and/or kill the infection beneath the skin. Adult Acne is not the only concern as we get older, Skin can become more sensitive and various skin allergies can develop. Again all these conditions can be addressed. We are now approaching beauty with health in mind. Realising that products alone cannot support the skin holistically and certainly cannot address the root cause of certain skin conditions such as eczema. At the root of this new approach is the idea that an unhealthy gut is the cause of a lot of health complaints affecting people in the modern world. In essence, most of us have some level of unhealthy gut and this is a big cause of so many ailments. We have further analysed this in the section on 'The Benefits of Supplements and Probiotics.'

# 6.

Lack Of Qualified  
Information



*Due to the high level of current celebrities sharing their experiences and knowledge on social media the consumer is confused on what will actually be best for their skin as opposed to their favourite celebrity.*



Experts will say that everyone's skin is different as well as their concerns. Celebrities might be able to highlight the latest technologies they have used but these might not be suitable for the consumer or in their budget range. Mal informed and not willing to trust clinics to correctly diagnose the skin causes over spending with very little results. It also leads to a pile up of expensive products that have not worked and possibly lack of consumer confidence. The difference between over the counter cosmetic products and cosmeceutical products is a common misunderstanding, cosmeceutical products are a combination of powerful active ingredients such as glycolic acids, lactic acids, retinol, antioxidants, vitamins and peptides in prominent cosmeceutical treatments create long lasting results beyond the surface of the skin.



These higher concentrations of actives will improve the condition of the skin and its underlying health whereas the molecular structure of active ingredients in over the counter cosmetics is much larger and bulkier, rendering them less capable in regards to penetrating to the deeper layers of the skin and their ability to create any impactful structural changes in the skin or to deliver significant long term skin care results pales in comparison. It is very important to seek the advice of experts in reputable clinics and trust their diagnosis when it comes to understanding and treating skin.



# 7. POOR CHOICES

*Overindulging in anything can affect your skin in all different ways, alcohol can change your complexion, create dark circles around the eye area and speed up your aging processes dramatically, fatty food can cause pimples and acne.*

Long term excessive exercise can speed up ageing and make your face gaunt as the fat pads in the face deplete. Taking too many unnecessary supplements can result in them just being flushed away by the body and actually wasting money. Too many high end anti-ageing treatments in the mid-twenties can lead to over stimulation and unnecessary trauma to the skin and be a waste of money ....





## Thank you very much for your time

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& if you have any questions about this document  
please don't hesitate to contact us at:

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