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I'm sorry... You're how old?

Yeah, I know...how many times have we heard that before? Perhaps you don't look your age at all, representing the epitome of what we all want to be—forty something, and looking thirty-five! Or you are like the many of us who are forty something, rapidly running from the “I look like my mother” train. Either way, it's all good—it's who we are, what we have seen, what we have done, and everything that makes us unique. That does not mean, however, that we can't do something about it if we so choose!

The health, wellness, and skin care industry has absolutely taken off in the last several years. I travel the world speaking and educating, and I credit my career to a group of people that we are all quite familiar with... the “baby boomers.” This group of learned, hardworking, intelligent people (I have to credit mostly the females for this one) woke up one morning, looked in the mirror and said “Oh dear God, where did that face come from?”...and there my career began!

We have emerged into an era in which looking young, healthy, and vibrant is not a privilege—it's a necessity. The way we look

affects the way we feel, think and act, and ageless skin is the start. Fortunately it's not an impossible task. There are plenty of simple solutions to instantly improve the health and appearance of your skin.

First, proper skin care is a **MUST!** I'm not saying run out and spend hundreds of dollars on expensive products, but use something (and soap was not what I had in mind!) Start with the basics:

Cleanser – recommended for two times a day, but at least for nighttime. Throughout the day your skin is exposed to the environment, pollution, make up, sweat, oil production...and who knows what else! Get it off! Shake off the day and snuggle into bed allowing your skin to breathe.

Moisturizer – Your skin cells renew themselves 30% faster at night than they do during the day. It's imperative to provide them with the ability to renew and repair as best they can. Use a nighttime moisturizer.

Sunscreen – Gone are the days of the deep dark tan—thank goodness. I won't even broach that subject... I'll save it for another time. An amazing 98% of wrinkles are

caused from UV damage, only 2% of wrinkles are actually the result of intrinsic aging factors. Now if that's not enough to get you to use sunscreen, I don't know what is!

Of course there's a myriad of products that can supplement your basic skin care regimen, but not one will be effective if you are not creating the perfect base.

I find it very interesting that few people realize that the skin is the largest organ of the human body. Without it, you would not survive. It protects and allows for the proper functioning of every other organ. With modern technology and medical advances, you can now get a new heart, a new lung, a new kidney and even new arms and legs, but you can not get new skin! What you have is what you get. It's what you were born with and what you will die with. We take vitamins, eat healthy, exercise and watch our cholesterol in order to stay healthy, yet we wash with soap and lay in the sun. How much sense does that make?

Come on everybody, its time to show the world just how beautiful you are.

And by the way, all of you men who are reading this...**YOU** have skin too!

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