

# Tackling a loss of firmness

Hormonal changes can affect the skin as well

**T**HE loss of skin firmness starts appearing during the years leading up to menopause, which marks the natural end of a woman's reproductive period as estrogen production ceases.

It occurs between the ages of 45 and 55 and women may experience several changes or symptoms before she stops menstruating altogether.

More accurately, this is perimenopause. This usually starts in a woman's 40s, though in some it can begin as early as the 30s.

A woman's response, both physically and emotionally, to perimenopause and menopause is highly individual.

The body's progressive depletion of estrogen can have a noticeably negative impact on skin texture, tone, elasticity and clarity.

From the late 20s to the mid-40s, a woman's body produces decreasing quantities of skin-enhancing estrogen.

Estrogen plays a critical role in keeping skin soft, supple and firm by encouraging collagen produc-

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tion. Studies show that skin loses up to 30% of its collagen in the first five years after menopause.

Murad Resurgence Night Regimen is specifically designed to target the effects of hormonal aging.

Together, these products help restore lost moisture, accelerate healthy cell turnover, increase firmness and elasticity and even help reduce hormonal breakouts.

It combats the effects of hormonal aging with its' line of products — Renewing Cleansing Cream to gently exfoliate, Age-Diffusing

Serum to firm, tone and minimise lines and Age-Balancing Night Cream to deeply hydrate and encourage cell renewal.

#### Renewing Cleansing Cream

Pearlised, ultra-moisturising wash gently exfoliates to restore radiance and protects skin's natural moisture barrier.

#### Age-Diffusing Serum

Alpha Hydroxy Acids (AHAs) and Palmitoyl Pentapeptide-4 work together in this clinically proven, skin-firming formula to reduce the appearance of medium to deep lines while Phytoestrogens naturally improve elasticity, inhibit degeneration of collagen and deliver essential moisture. It increases skin firmness up to 42% in 10 minutes.

#### Age-Balancing Night Cream

Restore suppleness and minimize lines by hydrating with essential fatty acids and Shea Butter while encouraging cell turnover to improve skin texture. Wild Yam Extract and Soybean Sterols



Looking good with a new range of products.

improve elasticity and help smooth skin.

Retinol keeps pores clear to help control occasional breakouts and clover Flower Extract improves the appearance of lined skin.

Murad founder Howard Murad, M.D. defines vision and direction for Murad.

Dr Murad provides direct oversight to the Murad Inclusive Health Center and Spa, Murad Medical Group and Murad Research Laboratories. He travels the world speaking both as a brand ambassador and skin-health educator.

A board-certified dermatolo-

gist, pharmacist and Associate Clinical Professor of Medicine (Dermatology) at UCLA, Dr Murad is widely acknowledged as one of the world's foremost authorities on skin health.

His pioneering efforts include the creation of the first line of doctor branded skincare, the development of the first Esthetic AHA formulations, the first medical spa and the first Inclusive Health Center.

For details on Murad products, please visit [www.cnbeauty.com.my](http://www.cnbeauty.com.my), call 1-300-88 8826 or email [info@cnbeauty.com.my](mailto:info@cnbeauty.com.my).

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**Natural Factors® Milk Thistle Extract** is a herbal liver tonic which contains extract of Milk Thistle (*Silybum marianum*) enriched with a unique blend of dandelion root and turmeric root. Milk Thistle is a herb that has been used for centuries to protect the liver from damaging effects.

**Milk thistle may help to maintain healthy liver functions.**

\* Get your Natural Factors® Milk Thistle Extract today at all pharmacies nationwide.