

# Authentic beauty

Many women reach a milestone around the age of 40 and, after years of caring for others, turn the focus on themselves. Skin care, in particular, deserves special attention at this time of life, and the rich and regenerating oil of pomegranate helps to promote vibrant, ageless skin.

Throughout youth until our late 30s, beauty is often carefree. Skin is soft and resilient, and muscle tone is strong. From the age of about 35, however, our bodies begin to show signs of wear and tear. Bones become more brittle as they start to decrease in size and density, muscle strength and flexibility change, metabolism and the digestive system slow down, and cognitive function declines. Experiences such as childbirth, stressful work/life situations and extensive sun exposure also contribute to the ageing process.

## Advanced skincare

As the years pass, skin becomes thinner, drier and less elastic. It gradually starts to produce less oil and collagen, and skin cells take longer to regenerate. As a result, the skin's barrier function decreases, increasing susceptibility to infections, bruising and moisture loss. Skin is also the first site of age-related changes, such as the development of wrinkles and age spots.



Skin starts to age when free radicals, characterised as highly reactive atoms or molecules, overtake healthy skin cell functions. This process can happen in younger skin as a result of overexposure to UV light, smoking, drinking too much alcohol or taking certain medications. The areas most exposed to UV light, such as the face, hands and neck, are the first to show signs of ageing, and therefore require special care. Holistic skincare expert and Weleda aesthetician Liliith Schwertle says, "Women after the age of 40 should massage their neck, décolleté and breasts with a nourishing, antioxidant-rich oil, such as Weleda Pomegranate Regenerating Body Oil, as these are the areas where you often see signs of ageing."

## Enriching oils

While ageing is a natural process, there is no single, chronological timetable – we all age differently due in part to our genetics and lifestyle. To help prevent premature ageing, consider using oils that are known to nourish and protect the skin. Superior sources of skin nutrition include oils from organic pomegranate, sesame, jojoba and macadamia seeds. Pomegranate contains a high percentage of punicic acid, as well as saturated fatty acids, vitamin E, flavonoids and phytohormones. These natural ingredients have been scientifically shown to increase collagen and promote cell renewal. Nut and seed oils also counteract dryness and restore the protective function of the skin. They are easily assimilated by the skin and support its healthy functions. "As we age, our skin's natural building-up function slows," explains Schwertle. "We want to keep this continuously activated so that it retains its healthy balance." 🌿



## Organic pomegranate

Since antiquity, the pomegranate has appeared in art, literature and legend as a symbol of life, power, beauty and fertility, which is appropriate as some pomegranate trees are known to live for over 200 years. Weleda harvests pomegranates from organic farms in Turkey. The seeds of the fruit produce a fine oil rich in punicic acid, a potent antioxidant that helps promote skin cell renewal and regeneration. The precious oil forms the basis for the new Weleda Pomegranate Regenerating Body Care. 🌿