

believe

# In better skin.



The Ultimate Beauty  
Guide to Ageing Skin



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## **The Guide to Ageing Skin**

As we grow older, our ageing skin undergoes various changes. These changes are a natural part of the ageing process. But, they can sometimes leave us feeling self-conscious or unsure about how to properly care for our skin.

**Continue reading the guide to discover the secrets to healthy skin at any age!**



A photograph of four women of different ages, from young to old, all smiling and wearing black sports bras. They are standing close together against a light-colored wall. A semi-transparent white box with text is overlaid in the center.

## Why Does Skin Change As We Age?

Skin changes seen with age are due to a variety of intrinsic and extrinsic factors.



## Collagen & Elastin Decline

Collagen provides structure and firmness, while elastin ensures elasticity. With age, the production of both decreases, leading to thinner, less firm, and sagging skin.

## Subcutaneous Fat Loss

The fat layer beneath the skin thins over time, reducing the skin's natural cushioning. This can lead to hollowness in the cheeks and under-eyes.

## Reduced Blood Flow

Blood circulation slows with age, meaning fewer nutrients and oxygen reach the skin. This can result in a loss of radiance.







## **Oxidative Stress**

Free radicals from pollution, sun exposure, and lifestyle factors (like smoking) damage skin cells over time, leading to premature ageing.

## **Slower Skin Cell Turnover**

As we age, skin cells regenerate more slowly. This results in a duller complexion, as dead skin cells accumulate on the skin's surface.

## **Thinning of Epidermis**

The epidermis (outermost layer) and dermis (middle layer) both thin over time, making the skin more fragile and prone to injury.



## Reduced Hydration

The skin's ability to retain moisture diminishes due to a decline in natural moisturising factors, contributing to skin dehydration and prominent fine lines.

## Decreased Oil Production

Sebaceous glands produce less oil as we age, leading to drier skin. This is particularly noticeable after menopause when hormonal changes accelerate the decline.

## Weakened Skin Barrier

The skin's protective barrier becomes less effective at keeping out environmental aggressors and retaining moisture, leading to increased sensitivity and dryness.





## Why Collagen Is Key.

**Collagen is a structural protein that works as the 'scaffolding' of the skin, providing support and volume.**

When collagen levels are at their highest, the skin remains strong and resilient, with minimal sagging, fine lines or wrinkles. As collagen levels naturally drop, and external factors take effect, the structure within the skin breaks down, resulting in visible signs of ageing on the skin.



# Signs of Ageing Skin

Visible signs of ageing can show up on the skin in a variety of ways.

Crows Feet

Fine Lines & Wrinkles

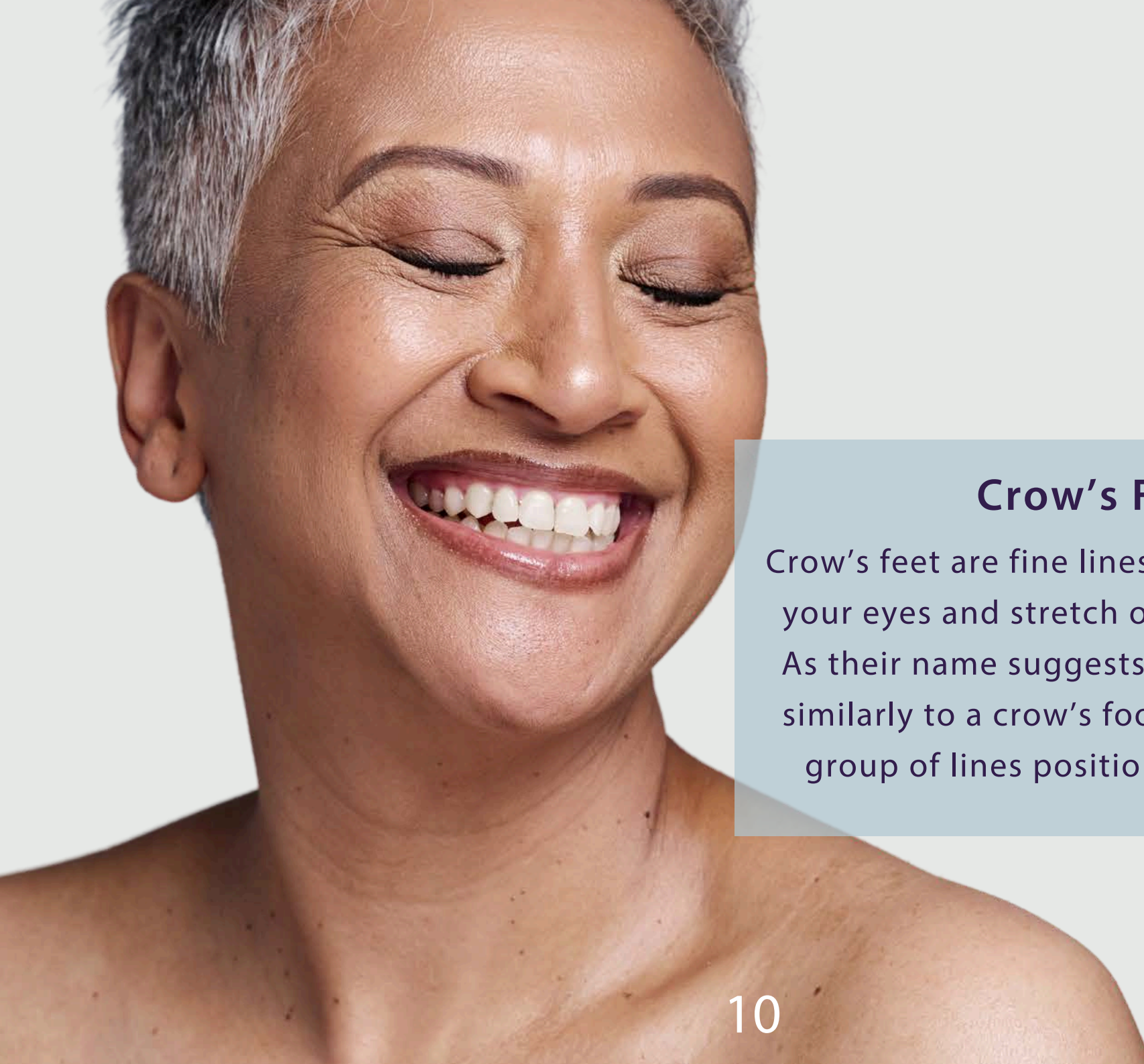
Dark Circles

Sagging Skin

Dull & Tired Skin

Uneven Skin Tone





## **Crow's Feet**

Crow's feet are fine lines that form around your eyes and stretch out to the temple. As their name suggests, they are shaped similarly to a crow's foot, appearing as a group of lines positioned by the eye.



## Fine Lines & Wrinkles

Fine lines are one of the first indicators that visible signs of ageing are appearing on your skin. They are shallow, superficial marks, and do not run any deeper than the top layer of the skin.







## Dark Circles

As collagen levels deplete, the skin becomes thinner and more lax. As a result, blood vessels under the eyes can appear more visible, and bags and puffiness may become prominent. Each of these factors may lead to the appearance of dark circles.



## Sagging Skin

Sagging skin describes skin that has lost its elasticity and firmness, resulting in a loose, less taut appearance. Sagging creates wrinkles or folds, commonly on the face, neck, arms, and abdomen.







## **Dull & Tired Skin**

Tired, dull skin appears lacklustre, uneven, and lacks radiance. It looks flat and does not have the glow and vitality associated with healthy skin. Dullness can affect anyone, but it is particularly noticeable on people with dry or dehydrated skin.



## Uneven Skin Tone

Uneven skin tone is a common condition, characterised by discoloured patches or areas that appear darker or lighter than the surrounding skin. It can occur on any part of the body, but it is most commonly found on the face, hands, and neck.





## How Lifestyle Factors Contribute to Ageing Skin

Intrinsic ageing is inevitable, as cells and tissues change and degenerate over time. Though these processes cannot be prevented, it is thought to make up only a small percentage of visible ageing effects on the skin.

**More commonly, extrinsic lifestyle factors are the main causes of ageing skin - and these can be prevented!**





## Sun Exposure

UV radiation is the most significant external factor in skin ageing.

UV rays penetrate the skin, damaging collagen and elastin, leading to wrinkles and sagging. Sun exposure triggers hyperpigmentation and uneven skin tone. Free radical damage increases, which speeds up cellular ageing.

To prevent skin ageing caused by sun exposure: apply a broad-spectrum SPF 30 or higher daily, wear protective clothing, and seek shade during peak sun hours (10–4 PM).



## Smoking

Smoking is one of the worst habits for skin health, causing premature ageing and dullness.

Smoking reduces oxygen and nutrients to the skin, leading to a dull complexion. It also increases the production of free radicals, causing oxidative stress. Collagen and elastin are broken down, leading to deep wrinkles.

Quitting smoking improves circulation in as little as 4 weeks, allowing the skin to recover. Applying antioxidants and eating a vitamin-rich diet can also combat oxidative stress.



## Diet

The food you eat plays a huge role in how your skin ages.

A poor diet ages the skin. High sugar intake causes glycation, damaging collagen and elastin, making the skin stiff and wrinkled. Few antioxidants leads to increased oxidative stress, accelerating fine lines and dullness.

Eat antioxidants (berries, leafy greens, nuts) to protect against free radicals. Eat healthy fats (avocados, salmon, walnuts) to help maintain moisture. Boost collagen production with Vitamin C-rich foods (oranges, peppers).



## Alcohol

**Excessive alcohol consumption can cause long-term damage to skin health.**

Alcohol dehydrates the skin, leading to fine lines and loss of elasticity. It also depletes essential vitamins, which are crucial for skin repair. Inflammation from alcohol can worsen conditions like rosacea, acne, and puffiness.

To maintain healthy skin, avoid or limit alcohol intake. Alternate alcoholic drinks with water to stay hydrated. You can also support the skin with antioxidants and hydrating skincare (e.g. hyaluronic acid & ceramides).





## Sleep

**Sleep is crucial for skin renewal and overall health.**

If sleep is disrupted, the skin doesn't get enough time to repair, leading to a range of skin concerns, such as: fine lines, dullness, dark circles, puffiness, and an uneven complexion. A lack of sleep also increases cortisol, which speeds up collagen breakdown.

To prevent skin ageing caused by sleep, get 7–9 hours of quality sleep as frequently as possible and use overnight skincare (retinol, peptides) to boost skin repair.





## Stress

Chronic stress negatively impacts skin health and ageing.

Stress weakens the skin barrier, making it prone to irritation and sensitivity. It also ages the skin by increasing cortisol levels, which breaks down collagen and elastin. Chronic stress can trigger breakouts and flare-ups.

To maintain a healthy complexion, manage stress through meditation, exercise, and self-care. A regular SkinBase Facial will help to enhance relaxation and boost circulation.





## Exercise

A sedentary lifestyle can contribute to dullness and premature ageing.

Limited exercise affects circulation, reducing oxygen and nutrients to the skin. It also increases inflammation and stress hormones, worsening ageing. A lack of exercise slows lymphatic drainage, leading to puffiness and fluid retention.

To prevent skin ageing caused by a lack of exercise, engage in regular movement (e.g. walking, yoga, strength training). Sweating helps to detoxify the skin - just remember to cleanse it properly post-exercise.






## Skincare for Ageing Skin

**When looking to prevent or treat signs of ageing skin, it's essential to establish a solid foundation with a simple, consistent skincare routine.**

A daily ritual of cleanse, tone, moisturise, and SPF is crucial to maintain skin health and slow the signs of ageing. This routine helps to remove impurities, maintain balance, keep skin hydrated, and protect against environmental damage - particularly UV rays.



A close-up photograph of a woman with brown hair tied back, smiling as she applies a thick, white, foamy cleanser to her face with her hands. The background is a solid light blue.

## Cleanse

Cleansing is the first and most important step in any skincare routine. For ageing skin, it's vital to use a gentle cleanser that effectively removes dirt, oil, and makeup without stripping the skin of its natural moisture.

**Clean, refreshed skin allows the rest of your skincare products to absorb more effectively and work at their best.**





## Product Spotlight: SkinBase Skin Renew AHA Cleansing Foam

This lightweight foaming cleanser is ideal for ageing skin, delivering a balance of gentle cleansing and mild exfoliation.

### **Fruit-Derived AHAs:**

Gently exfoliate & promote cellular turnover.

### **Vitamin B5:**

Deeply hydrates & strengthens the skin barrier.

### **Sepitonic M3**

Supports skin repair, defence & skin vitality.

### **Bisabolol:**

Reduces irritation/inflammation in mature skin.

## Product Spotlight: SkinBase Purifying Cleansing Gel

This gel cleanser is ideal for ageing skin, with a skin-friendly formula that offers a deep cleanse without stripping away natural oils.

### **Glycerin:**

Relieves dryness & strengthens skin barrier.

### **Lumolol K 5019:**

Creates a creamy foam to effectively cleanse.

### **Sodium Alginate:**

A skin soother that calms & locks in hydration.





A close-up photograph of a woman with light brown hair, wearing a white towel as a headband. She is smiling slightly and applying a white cotton pad to her right cheek with her right hand. The background is a soft, out-of-focus light color.

## Tone

Toning rebalances the skin post-cleanse, and preps the area for maximum absorption of your following moisturiser. Applying toner to damp skin helps to lock in moisture, while creating the ideal base for delivering active ingredients early in your routine.

For ageing skin, look for a hydrating toner with soothing, strengthening ingredients to refresh and support the skin barrier.



## Product Spotlight: SkinBase Soothing Toner

This soothing toner is well-suited for ageing skin thanks to its calming, hydrating, and barrier-supporting properties.

### **Vitamin B5:**

Deeply moisturises & strengthens the skin barrier.

### **Aloe Vera:**

Delivers refreshing hydration & supports repair.

### **Hydroviton Plus:**

Mimics the skin's Natural Moisturising Factor, enhancing softness, elasticity & comfort.



A close-up photograph of a woman with dark skin and long, dark dreadlocks. She is smiling gently with her eyes closed, and her right hand is applying a white cream to her cheek. The background is a solid light blue color.

## Moisturise

**Youthful skin and moisture go hand in hand, so daily hydration is a very important step.**

As the sebaceous and sweat glands begin to produce less, getting in those hydrating skincare steps is key.

A good moisturiser hydrates and plumps, helping to smooth the appearance of fine lines, and keeps skin soft, supple, and more resilient throughout the day.

## Product Spotlight: SkinBase Hydration Max Moisturiser

This moisturiser delivers exactly what ageing skin needs: deep hydration, barrier support, and effective, skin-smoothing ingredients.

### **Vitamin C:**

Boosts collagen & protects against external damage.

### **Niacinamide:**

Minimises appearance of fine lines & wrinkles.

### **Vitamin E:**

Antioxidant action hydrates, strengthens & protects.

### **Soybean Extract:**

Boosts collagen & supports firmness and elasticity.





A close-up photograph of a woman with blonde hair and blue eyes, smiling gently. She is applying a white cream to her right eye area with her index finger. She is wearing a light pink button-down shirt and a silver heart-shaped necklace. The background is a soft, out-of-focus white.

## SPF

**Sun protection is key to preventing premature ageing.**

Daily use of a broad-spectrum SPF shields the skin from harmful UVA and UVB rays, which contribute to wrinkles, pigmentation, and loss of elasticity. Even on cloudy days, SPF application is a must in any anti-ageing skin routine.



## Product Spotlight: SkinBase Daily Protect SPF

This SPF is an excellent product for ageing skin because it offers broad-spectrum sun protection while being gentle and hydrating.

### **UV Filters:**

UVA/UVB protection for long-term skin health.

### **Vitamin E:**

A nourishing antioxidant that hydrates & protects.

### **Vitamin C:**

Boosts collagen & enhances SPF effectiveness.

### **Syricalm:**

Reduces skin sensitivity & improves resilience.





## Treating Ageing Skin

**While a consistent skincare routine forms the foundation of healthy, youthful-looking skin, incorporating professional treatments can significantly enhance your results.**

The range of SkinBase non-surgical treatments are designed to work in harmony with your at-home regimen, targeting deeper concerns that topical products alone may not fully address, to keep your skin looking and feeling its best.

Microdermabrasion

Hydro

Collagen Lift

Intense Pulsed Light

Collagen Lift ULTIMATE

Hydro ULTIMATE



## SkinBase Microdermabrasion

**Microdermabrasion is a progressive treatment that achieves astonishing results for ageing skin.**

Exfoliating crystals are passed over the top layer of the skin, removing any dirt, dead skin cells and impurities off the treatment area, while smoothing any fine lines and wrinkles. The debris is vacuumed away, enhancing circulation and stimulating collagen production.



## Benefits of MD for Ageing Skin

### **Collagen Production**

MD gently abrades the skin's surface, triggering a controlled wound-healing response. This process increases collagen synthesis, so the skin appears plumper and more youthful.

### **Boosts Circulation & Cell Renewal**

MD increases blood flow to the skin, accelerating cellular turnover, to encourage the growth of new, healthy cells.

### **Improves Texture & Tone**

MD exfoliates the outermost layer of dead skin cells revealing a smoother, more uniform layer beneath, for an overall healthier glow.





## SkinBase Hydro

**The Hydro treatment has multiple steps to achieve fabulous results, including a natural peel and a powerful serum.**

The best Hydro serum for ageing skin is the renewing serum. The renewing serum contains powerful anti-ageing ingredients that improve the appearance of fine lines and wrinkles while also helping to hydrate the skin and reduce inflammation.





## Benefits of Hydro for Ageing Skin

### **Collagen Production**

The hydro peel contains AHAs & BHAs such as glycolic acid. This exfoliation promotes collagen synthesis to firm the skin, minimising the appearance of wrinkles.

### **Boosts Circulation & Cell Renewal**

The vacuum action enhances blood circulation and accelerates cellular turnover. This process revitalises the skin, making it appear more radiant and youthful.

### **Personalised Serum**

The Renewing Serum is infused during the treatment and is especially tailored for ageing skin, with a range of powerful, hard-working actives.

# Renewing Serum Ingredients

## Hyaluronic Acid

A superstar that occurs naturally within your skin and acts like a sponge – holding up to 1000x its own weight in water.

## Lactic Acid

A fantastic ingredient that promotes hydration, minimises wrinkles, improves texture & increases firmness of the skin.

## Hydrolysed Soybean Extract

Positively influences moisture balance, filling wrinkles from within while smoothing and regenerating your complexion.

## Dimethyl MEA

Derived from Vit. B, this helper ingredient adds fullness, reduces facial lines, hydrates the skin and strengthens collagen fibres.

## Decarboxy Carnosine Hcl

A peptide and humectant, maintains collagen levels within your skin while warding off negative environmental stressors.





## SkinBase Collagen Lift

**The SkinBase Collagen Lift treatment uses radio-frequency for ageing skin to lift, sculpt and contour areas of the body.**

During a Collagen Lift treatment, a ceramic wand is used in circles across the treatment area to gently heat the skin to 40 degrees. This temperature stimulates your body's natural healing responses, for beneficial results for your complexion.

# Benefits of Radio Frequency for Ageing Skin

## **New Collagen**

Radio-frequency energy works at the deepest layers of the skin to combat collagen degeneration, flooding the treatment area with new collagen to plump & smooth.

## **Tightens Elastin**

Radio-frequency tightens elastin fibres, helping the skin to spring back and restoring tautness.

## **Hyaluronic Acid Production**

As the radio-frequency energy heats the skin, hyaluronic acid production is boosted, helping to hydrate the skin and minimise signs of ageing.



A close-up photograph of a person's face and neck. A white IPL treatment device is being held against the skin on the neck. A hand is visible holding the device. The background is slightly blurred, showing a clinical or spa setting.

## SkinBase Intense Pulsed Light

**IPL Photorejuvenation tackles fine lines, wrinkles, age spots, pigmentation and any other signs of ageing skin.**

The series of light pulses deeply penetrate the skin during an IPL treatment, reaching the second layer without having a negative effect on the epidermis. Within the skin, the light energy converts into heat energy, triggering the body's natural healing process.



## Benefits of IPL for Ageing Skin

### **Collagen Production**

The pulses of light penetrate the dermis, stimulating the body's natural collagen production. This process plumps the skin, while improving elasticity and reducing the appearance of wrinkles.

### **More Even Skin Tone**

The IPL treatment targets melanin in the skin, breaking down excess pigmentation. Over time, this process diminishes the appearance of age spots and discolouration, resulting in a more even skin tone.



## The ULTIMATE combination treatments

Our advanced treatment protocols combine the very best SkinBase technologies to create luxurious, results-driven treatments with superior results.

Microdermabrasion + Collagen Lift = Collagen Lift ULTIMATE

Hydro + Collagen Lift = Hydro ULTIMATE







## Collagen Lift ULTIMATE

**Our award-winning Microdermabrasion and the highly popular Collagen Lift combine to resurface, regenerate, repair and sculpt the skin for transformational results.**

Microdermabrasion will exfoliate, to resurface and refine the treatment area, while Collagen Lift will provide a deep rejuvenating and lifting action to reveal more youthful skin.





## Hydro ULTIMATE

**Hydro ULTIMATE is a combined, results driven treatment that resurfaces and revitalises the skin to maximise results.**

The two SkinBase treatments amplify the effects of one another by targeting different layers of the skin. Hydro incorporates a natural blend of AHAs and BHAs to rid the skin of dirt, dead cells and debris, before the serum provides a quench of hydration and actives to combat ageing skin.

The Collagen Lift element uses radio-frequency technology to trigger natural healing responses, for a sculpted, more youthful appearance.

believe

**In results.**



Treatment  
Results



## Collagen Lift x 6



"I remember wearing a beautiful dress once and somebody told me I looked a million dollars, this is exactly how Collagen Lift has made me feel!"

## Collagen Lift x 6



"It felt very soothing, almost as if all of my imperfections were being erased. I smile a lot more, and my confidence has taken a real boost."

**Morgan's Beauty Therapy**



Collagen Lift x 6



Collagen Lift x 6



Katherine Monique Beauty



## Collagen Lift x 6



"My skin is smoother, tightened and lines and lift is fantastic! I am so pleased with the results!"

## Collagen Lift x 6



"It's a real confidence boost to have great skin! It was an investment in my face, and I'm really glad I did it."

**Rebecca Willshee Skin and Beauty Specialist**



Collagen Lift x 5



Danyel Noon Aesthetics

Collagen Lift x 6



Moorlands Beauty



## Collagen Lift ULTIMATE x 6



"I've a new found love of facials and skincare that are keeping me looking smooth and wrinkle free!"

**Rebecca Willshee Skin & Beauty Specialist**

## Collagen Lift ULTIMATE x 6



"I am no longer afraid to look in the mirror! It's just astonishing to me, I feel very confident again."

**Wood & Co Salon and Training**



## Collagen Lift ULTIMATE x 6



"My skin is feeling better than it's ever been and I feel really happy with the results."

The Skin Refinery

## Collagen Lift ULTIMATE x 6



"I'm really happy that I tried this and got such great results without having any needles or discomfort!"

The Beauty Spot Sutton Coldfield





## **Microdermabrasion x 6**

“My skin has never looked as smooth, it feels lovely after every session. Everyone comments on how good my skin looks. I will definitely carry on having them done to maintain my amazing results.”

**Danyel Noon Aesthetics**



Microdermabrasion x 4



White Tara UK

Microdermabrasion x 12



Bella Vita Beauty



## Microdermabrasion x 6



MD has been a game changer. Not only can you see the difference, and so do others, you can feel the difference.

**ByEmilyFrancesca**

## Microdermabrasion x 6



"My skin feels rejuvenated, smooth, and absolutely glowing. I couldn't be happier with the results!"

**Beauty by Charli**



Microdermabrasion x 6



Microdermabrasion x 6



The Skin Refinery



## IPL Rejuvenation x 3



"People have commented how well I look. It has lifted my skin and my jowls are definitely a lot better."

## IPL Rejuvenation x 3



"I'm so happy with the results. I've been feeling much more confident in my firmer, clearer, brighter skin."

**B Aesthetically Pleasing**



Hydro x 3



The Hive

Hydro x 3



Massage2U





## **IPL Rejuvenation x 6**

I am absolutely thrilled with the results. I was looking tired & haggard, now I look fresher and my face feels so soft. Not only have my wrinkles reduced but the pigmentation has gone.

**Serenity Beauty**

## IPL Rejuvenation x 3



"I'm delighted with the results. My sun damage is fading and my skin looks smoother and feels bouncier!"

Bijou Beauty Room

## IPL Rejuvenation x 3



"Well I think the results speak for themselves. I'm so pleased with the results, I'm going to have another 3!"

NB Nails Holistics Beauty