

## Back to skincare basics, with Dr Claire Jamieson

What is good for your body is good for your skin, is a simple and clear philosophy that dates back centuries, and is an ethos adopted by the new South African brand Ordinary Skincare...

We all know how it feels to peruse the pages of a magazine and find ourselves inundated with advertisements highlighting array of new and expensive skincare products proclaiming to remove every bump, blemish and wrinkle. It is no wonder the women are often confused or simply overwhelmed when it comes to making sound decisions about their skincare regime.



The founder of Ordinary Skincare, Dr Claire Jamieson, looked at the intrinsic and fundamental elements that a skincare regime would need to entail to benefit the skin greatly. She did this holistically, with the thinking that when you want your body to be healthy, you seek out unprocessed, nutritional and natural foods. The world at large has a new outlook on keeping things raw, ethical, and returning to our roots; the same should apply to our skin, ultimately the largest organ in our bodies.

As we age, our skin no longer retains the moisture it once did due to the degeneration of cell membranes and eventual loss of elasticity. Yes, genetics have a larger role to play in how our skin ages, especially given that the rates at which women lose collagen, elastin and moisture varies among individuals. That being said, all skin types require moisture.

### A brand that targets all skin types

"The lipid barrier of the skin needs to be kept intact to prevent sensitising irritants penetrating through to cause inflammation and irritation," explained Dr Jamieson. "Loss or thinning of the lipid barrier causes the epidermis to crack and a plain, simple moisturiser is the best thing to use to repair the lipid barrier."

"We looked at creating a brand that targets all skin types as, fundamentally, the deeper layers all perform a similar function," added Dr Jamieson. For example, when darker skin is deprived of natural moisture, an ashy or greyish appearance becomes evident, while for fairer skin, it tends to look reddish and flaky. It is important to understand your skin type, as darker skin types have oilier skin due to larger sebaceous glands, responsible for the body's oil production. Though, this does not mean that the skin needs less moisture.

Darker skin can be oily due to larger sebaceous pores, but it can also be very dry. The variation is large as with Caucasian skin. The 'shiny' look is because the epidermal cells lie smoothly and reflect light.

"A balanced skincare regimen for individuals with darker skin must always include a daily moisturiser. Opt for moisturisers containing 'humectants', or products that draw water to the skin," said Dr Jamieson. "Products consisting of retinol or vitamin A should also be avoided as these rob the skin of moisture. Consider products containing natural ingredients including beeswax, soy oil and corn oil."

It is simple ingredients that are the key to the brand's success and effectiveness. "There is archaeological evidence that creams containing lanolin, bees' wax, olive oil, and even milk have been used for centuries," said Dr Jamieson. At its core, a plain moisturiser will consist of three actions:

- Emollient - oils or creams that moisturise;
- Humectant - factors that can enter the skin and draw moisture into it, like hyaluronic acid or old-fashioned urea; and
- Occlusion - oil or wax that prevents moisture from leaving the skin.

## Ordinary moisturizing balm

Produced with just five ingredients to give a lasting moisturising effect, even for dry and hypertensive skin. Safe for use in eczema and psoriasis, this balm contains no fragrances, minerals or essential oils. This makes it safe for babies and to soothe irritated and inflamed skin, especially as a fail-safe method for a variety of skin treatments.



"It is never too early to begin protecting your skin," said Dr. Jamieson. "Even if you don't have a blemish or wrinkle in sight you can begin a lifetime of healthy habit, which ultimately will slow down the skin's ageing process."

## Top tip

Due to the high-quality nature of the ingredients in our balms and the fact there are no fillers or stretchers, you only need small amount of product. The olus oil in our products absorbs very well, which means you are not left with that greasy or sticky residue. I always say the rule of thumb is to use as much as your skin will absorb in a minute or two. Be sure to only use an eye gel near your eyes, as creams and balms are not designed for this delicate area and block the pores. Sadly, many women know this and often slather night and day dreams around their eyes, which can lead to those dreaded puffy eyes.

The Ordinary Skincare Balm retails online on the website and is R310: [www.ordinaryskincare.co.za](http://www.ordinaryskincare.co.za)

For more, visit: <https://www.bizcommunity.com>