

Evolving rhetoric and expectations around anti-ageing skincare

The best way to change the way we think about ageing is to change how we talk about it. Indeed, "anti-ageing" has become an antiquated word, with even American beauty magazine *Allure* suggesting that ageing shouldn't be seen as a condition like dandruff or a virus.



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"Women want to look fantastic at any age, but that doesn't necessarily mean they want to stop the ageing process," explains Mirjana Brlečić, founder of natural skincare range Nickel Cosmetics.

This trend is reflected in how global skincare houses are using positive wording when talking about ageing. For example, the phrase "age perfect" is used in marketing, and spokespeople include actresses who embrace their age and have not resorted to obvious plastic surgery. This reaffirms that ageing is a positive and natural progression in life, and not an illness that needs to be cured.

Taking care of ageing skin using natural ingredients has become a huge trend. "Women know that what they put on their skin should also be good for their body," says Brlečić, who worked extensively in the beauty industry before developing her natural skincare range.



Nickel Cosmetics now available in South Africa

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"I found that many women were not happy with the skincare products on the market, as they actually were causing skin conditions that they did not have before using the products, due to the inclusion of synthetic ingredients," she explains. Active plant ingredients, on the other hand, have properties that work to help restore the balance of the skin so it can perform at its optimum.

Savvy consumers are increasingly avoiding products that are not kind to the environment. Parabens, for example, have been used for many years to preserve skincare products and prolong their shelf life. They are now known to disrupt hormone function by mimicking oestrogen and have been linked to reproductive issues and breast cancer. Brlečić says that using natural preservatives derived from plants prevents any harmful side effects.

Another trend in age-control skincare is a product that can be used in a multitude of ways and has versatility, because "our busy lifestyles call for a simple yet effective skincare regime that can be done within a few steps," says Brlečić.

Consumers are also taking interest in the journey to the end product, and want to know that ingredients used are not causing any negative disruption to the environment. For this reason, Brlečić says it's important for brands to source their ingredients through sustainable methods and consider the environment in every step of the production process.

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