

Stay youthful without going under the knife

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A famous American* once said that youth “is a quality, not a matter of circumstance” - and when it comes to skincare you could say that these words are the perfect philosophy. Because despite the Hollywood trend for surgery and fillers to keep the march of time at bay, there are other, gentler ways, to stay fresh-faced and youthful.

At the Virginia Williams Skincare Studio, you can have a 90-minute Advanced Anti-Ageing Facial - a relaxing 90-minute signature treatment that utilises some of the most highly-regarded technology being used in the beauty field.

Virginia Williams, a CIDESCO-qualified graduate of the Ray Cochrane Beauty School, uses a combination of microdermabrasion and lifting to improve the look and texture of your complexion.

With a special microdermabrasion machine, Virginia Williams will delicately remove the top layers of your skin to help lessen expression lines. During the lifting process, a low level electrical microcurrent is applied via a series of pads placed on the face. This technology increases natural levels of energy in the skin and tones facial muscles, helping to raise eyebrows and relaxing deep-set expression lines. In your consultation, you will get the opportunity to discuss which parts of the face you would like to concentrate on, i.e. around the eyes and forehead, lower jaw or neck. Six to ten sessions are recommended for optimum results.

So, why is it important to consider having an Advanced Anti-Ageing Facial? Well, it is a sophisticated and hygienic way of stimulating skin cell renewal and improving cell turnover rates to offer some protection against environmental nasties that can upset the complexion. These include matrix metalloproteinases (reactive enzymes that breakdown

collagen in the skin), Reactive Oxygen Species (generated by UV rays and pollution) and Advanced Glycation End-products (where collagen reacts with oxygen and degenerates).

In your 30s you should start having regular facials to help fight these factors and keep your skin as supple as possible, but the Advanced Anti-Ageing Facial is particularly great for women in their 40s and 50s, when skin turnover slows down, and wrinkles start to appear. You should also use beauty products containing collagen-stimulating and anti-oxidant ingredients. Moisturisers with vitamins and hyaluronic acid can also assist the smoothing of fine lines.

Tracey Virginia Williams is a CIDESCO-qualified therapist and graduate of the internationally-renowned Ray Cochrane Beauty School in central London. She runs the Virginia Williams Skincare Studio in Grove Hill, South Woodford, where she offers a wide variety of treatments, as well as the Advanced Anti-Ageing Facial.

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In using this document as the basis for your editorial, you agree to include the Virginia Williams website and telephone details in the copy. Thanks

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*Quote by famous architect Frank Lloyd Wright