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WRINKLES.

Wrinkles are certainly the unequivocal result of ageing, but there are also the so called expression wrinkles.

EXPRESSION WRINKLES. They are also present on the young face due to an action provoked by the facial muscles. These wrinkles, or expression "folds", are different from the ageing ones, because they are not formed on an epidermis that has lost its normal elasticity. Some habits, such as the mouth contraction when smoking, the frequent eyes winking, for example of the short-sighted people, the eyebrows to the root of the nose, typical gesture of the thinker, determine dermic folds. These movements become over the time automatic, instinctive, so much that people don't realize and can't avoid them. Some people, particularly emotional subjects, have a face showing many folds or wrinkles, translating every time each single emotion: anger, grudge, bitterness, stress or the same personality, without realizing. Certainly a minimum of these expression wrinkles is necessary as a manifestation of our own interiority and personal beauty.

AGEING WRINKLES. They are caused by that skin relaxation, that starts to be revealed at 30, with the appearance of the first folds at the sides of the mouth, under the eyelids and on the forehead. Worries, strong emotions, anxiety, a messy life are common causes of the precocious appearance of wrinkles, therefore it would be opportune to try to reach a certain state of serenity and interior equilibrium. The processes occurring inside the skin slowly lead to maturity and then to the cutaneous ageing later and they are inevitable and irreversible. The cutaneous outline includes wrinkles, crow's feet, the skin withering and relaxation are the expression of the normal organic decadence occurring with the passing of time.

The climacteric and the endocrine collapse notably affects the development of these unaestheticisms. Furthermore the internal disturbs associated to this season of life can certainly exasperate and aggravate the skin condition.

How to prevent and slow down the skin ageing processes. One can appropriately intervene to slow down the ageing processes in the various skin zones.

USE OF SPECIFIC PRODUCTS. The first intervention should be aimed at contrasting the inevitable modification of the mucus-polysaccharidic component of the fundamental substance and the loosening of the dermis' elastic and collagen component. To slow down the levelling of the papillar relieves, to avoid the slowdown of the blood circle, the increase in not removed toxins and to try to prevent a scarce bringing of nutrition towards the tissues situated on the dermis' papillar zone represent a valid form of prevention.



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The epidermis ageing determines a certain rarefaction of the cellular reproduction, typical of the skin's germinative layer and the thinning of the layer of the malpighian cells which are of extreme importance for the epidermis. Some substances, such as the phosph-lipids used in the form of liposomes, turned out to be useful in maintaining the turgidity of the epidermis' cells. With the passing of time, the horny layer appears rough and dehydrated, therefore it is opportune to intervene with substances, such as the A vitamin, the reconstructed natural moisturizing factor and others, that limit and slow down the manifestation of these unaestheticisms. The well formulated skin care products, therefore serve as prevention and as coadjuvant in fighting the wrinkles appearance, even if they cannot certainly rejuvenate the skin. The main objective is maintaining the moisture, preventing the loss of elasticity and dehydration, typical of the elderly skin potentially poor in water. However they should not constitute a barrier to the normal skin transpiration.