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# Recession Proof Tips For Looking Younger

By Victoria Nash

**M**y belief has always been that a healthy lifestyle, in conjunction with the use of effective skin care products, can help extend years of youthful appearance. With today's tough economy, there are many who share my philosophy but are feeling the pinch in their pocket books, I hope you'll be encouraged to share a few of my tips to "keep up appearances" without breaking the bank.

Simply smiling gives the impression of an instant face lift! Whitening your teeth also takes years off your face. As time slips by, the outer layer of enamel on our teeth wears away, revealing the natural color of dentin. Together with the staining effects of drinking coffee, tea, red wine, etc., this can strongly impact your appearance. Try one of the great over-the-counter whitening agents, which are in pharmacy departments for around \$2. One of the fastest ways to give your face a lift is through your eyebrows. Tweeze your brows to create an arch, filling them in with a soft powder or powder brow pencil. Use a little hairspray on an old toothbrush to keep your brows in place during the day and if you have grey eyebrow hairs use a colored brow gel for touch up.

Here's a great little trick to instantly help de-puff your eyes and best of all it doesn't cost a penny. Gently press on the pocket of fluid buildup under your eyes, with the sides of your index fingers and blink about 20 times. Repeat if necessary and you'll see how that puffiness just vanishes. Did you know that wearing too much make-up can add years to your face, as heavy powders make the skin look dry and accentuate lines? Opt for a lightweight foundation with light-reflecting ingredients to brighten the skin. As we age, those pesky lines around the lips can cause lipstick to bleed so I use a neutral lip liner to seal lipstick and to help shape the lips. Oh, and don't forget to top your lips with gloss as this is a youthful look.

Smoking can add years to your appearance, so please try to stop. Smoking causes poor circulation, blood vessels to constrict, reduces oxygen levels in the skin, and loss of collagen, leading to what? Yes, you guessed it ... wrinkles. Excessive sugar in your diet causes collagen fibers to become stiff and inflexible, leading again to wrinkles. A brisk walk each day, taking the stairs instead of the elevator or walking to the store costs nothing and the benefits are amazing! Exercise helps reduce stress which when prolonged can show on your face, resulting, once again, in those troubling lines and wrinkles.

In my opinion, keeping hydrated is one of the quickest, healthiest, and least expensive ways to look younger. I recommend at least 64oz of water daily. There are products available to "plump" up our skin from the outside in. Products with Hyaluronate will plump and firm the skin and inhibit dehydration. My favorite is Esente's Hydro-Totale Moisture Equalizer. As we age, our rate of cell renewal slows down, so remember to exfoliate on a regular basis and twice a week use a Retinol product which will increase cellular turnover, and help lessen lines and wrinkles. My choice is Esente's Bio Peel Retinol Serum.

Victoria Nash, the Founder of Esente, culminates a lifelong passion for advanced aesthetics and health. Born in Lancaster, Pennsylvania in 1957, she now lives in Phoenix and is the proud mother of four adult children and ten grandchildren. Victoria is a licensed clinical aesthetician with more than 15 years of expanded function dentistry. With frequent appearances on TV and radio, as well as featured articles in national and regional media, Esente has quickly become the skin care line that everyone is talking about. Visit [www.esente.com](http://www.esente.com) for more product information, or for help with your skin care needs utilize our online skin consultation.

