Fact Vs. Fiction: The Top Ten Myths About Anti-Aging Skin Care

Myth # 1: “I don’t have wrinkles, so my skin doesn’t need any skin care.”

Fact: Just because a product contains the newest ingredients on the market doesn’t mean it will deliver results. More important is the formulation and the science behind the product, such as in the VIVITE® anti-aging skin care line. Clinically shown to help reduce fine lines and wrinkles, VIVITE® uses GLX TECHNOLOGY®, which creates a highly specialized blend of hydrating glycolic acid and powerful, natural antioxidants that work to renew skin.

Myth # 2: “No pain, no gain.”

Fact: Irritation doesn’t ensure good results. Many very effective products and ingredients can work well—without irritation, dryness or peeling. In fact, glycolic acid is a gold standard anti-aging ingredient that pulls moisture into the skin, can be partially neutralized to maximize results and minimize irritation.

Myth # 3: “Expensive products work better.”

Fact: There is no direct correlation between cost and results.

Myth # 4: “My skin is so sensitive; I can’t use any skin care products.”

Fact: Just because your skin is sensitive it doesn’t mean it can’t use a good skin care line. In fact, those who have sensitive skin are more likely to be allergic to inferior products. However, those with sensitive skin should seek a dermatologist or a pharmacist to help select the best products for their specific needs.

Myth # 5: “Antioxidants are created equal.”

Fact: Antioxidant effectiveness is measured by the environmental protection factor (EPF), which works similarly to the sun protection factor (SPF) that you use to protect your skin from sun screen strength. In an EPF study, the superpotent antioxidant idebenone—the active ingredient in PREVAGE® MD anti-aging treat ment—was rated at an EPF of 95. Because the antioxidant market has expanded, there are multiple antioxidants with an EPF of 95 out of a possible 100. However, the details of what’s in a bottle can matter when you buy your products.

Myth # 6: “I’m going to be a grandmother soon; I won’t need any anti-aging products.”

Fact: Hormones that affect menstruation can develop an appropriate regimen, monitor improvement and make changes based on the results.

Myth # 7: “I don’t need any anti-aging skin care products.”

Fact: According to market researcher InfoTrends, some of the most popular customizable gifts include ornaments, aprons, tote bags, luggage tags, keepsake boxes, and mouse pads at FedEx Kinko’s.

Myth # 8: “I’ve been worrying about skin care my whole life, and it hasn’t made any difference.”

Fact: A large percentage of people have spent a lot of money on skin care products that don’t make a difference. When looking through the list of 10 common anti-aging skin care products, we found that only about 10 percent of women said they would use a good skin care line. However, the majority of women who said they would use a good skin care line said they would do it for themselves. As more women learn about the importance of skin care and how it affects their expectations and rules, making time for their children is no easy feat, but it’s definitely worth it.

Myth # 9: “I don’t need any anti-aging skin care products.”

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Myth # 10: “I don’t need any anti-aging skin care products.”

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