

# Well Woman



# Skin Care for Women

ASHLEY L. HODGES
DEBORAH K. WALKER

Whether from magazines, television, or social media, women are inundated with promises of younger-looking, healthier skin with the launch of every new skin care product. By 2019, the global anti-aging market, which includes skin care, is expected to reach \$191.7 billion (Transparency Market Research, 2015). The truth is that many of these products can be expensive and deliver results that fall short of the advertised claims.

As women age they experience a decrease in skin cell biological activity, regenerative processes, and adaptation. This aging of the skin is affected by internal factors (e.g., genetics, hormones, vitamin deficiencies) and external factors (e.g., ultraviolet radiation [UVR] exposure, environmental toxins, smoking, improper care; Dzwigałowska, Sołyga-Zurek, Debowska, & Eris, 2013). The natural process of aging skin results in fine wrinkling and thinning (Iannacone, Hughes, & Green, 2014), whereas sun exposure may cause aging skin to be dry and leathery with telangiectasia and coarse wrinkling.

There are numerous anti-aging approaches that include daily skin care, sun protection, aesthetic noninvasive procedures, topical agents, systemic agents, and preventive medicine.

**Abstract** Women are inundated with advertisements for products promising younger-looking, healthier skin. The truth is that many of these products can be expensive and produce results that do not live up to the claims. Health care providers can educate women about proven best practices and how to evaluate products' claims of benefits. The best advice is that a well-balanced diet, adequate hydration, use of a topical moisturizer, protection from the sun, and avoiding smoking and tobacco are the most effective measures to not only healthy skin but a healthful life. http://dx.doi.org/10.1016/j.nwh.2016.10.001

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Women often turn to health care providers for guidance on skin care and skin health. Although women may be searching for a quick and easy method to achieve younger-looking skin, it is imperative that all women be educated about the basic and most fundamental measures to protect skin from damage.

### Sun Exposure

Avoiding UVR exposure is the key prevention strategy against photoaging and skin cancer (Poon, Kang, & Chien, 2015). Photoaging is premature aging of the skin that results from repeated UVR exposure, primarily from the sun (Iannacone, Hughes, & Green, 2014). Expo-

## Avoiding UVR exposure is the key prevention strategy against photoaging and skin cancer

sure to UVR produces both acute and long-term damage to the skin. This is true in both Whites and African Americans. Although African Americans are less likely to develop skin cancer, it is associated with greater morbidity and mortality in this population (American Cancer Society, 2016). Avoiding sun exposure, especially

when the sun is directly overhead, and wearing protective clothing are the two most effective measures in reducing UVR exposure. Although use of sunscreen does not completely eliminate UVR exposure dangers, it is an effective adjunct to sun avoidance and wearing protective clothing. Women should be reminded that the face, neck, legs, and dorsal hands get the most sunlight exposure on a day-to-day basis. Daily moisturizers with sunscreen should be used.

Proper application of sunscreen is critical for maximizing protection. Studies have shown that users apply less sunscreen than required and fail to cover all exposed areas (Jeanmougin, Bouloc, & Schmutz, 2014). It is important to choose a sunscreen that protects against both UVA and UVB radiation and has a sun protection factor (SPF) of 30 or higher. The SPF factor indicates protection against only UVB; therefore, using a sunscreen labeled broad spectrum helps to also prevent damage from UVA. Sunscreen should be applied 15 to 30 minutes before sun exposure and then every 2 hours for maximum effectiveness (Poon et al., 2015).

#### Diet

As women age, endogenous antioxidative mechanisms become less effective, and the ability to

Ashley L. Hodges, PhD, CRNP, WHNP-BC, is an associate professor and assistant dean for graduate clinical programs; Deborah K. Walker, DNP, CRNP, AOCN, is an associate professor and coordinator of the oncology nurse practitioner specialty track; both authors are with the School of Nursing at the University of Alabama at Birmingham in Birmingham, AL. The authors report no conflicts of interest or relevant financial relationships. Address correspondence to: ashleyhodges@uab.edu.

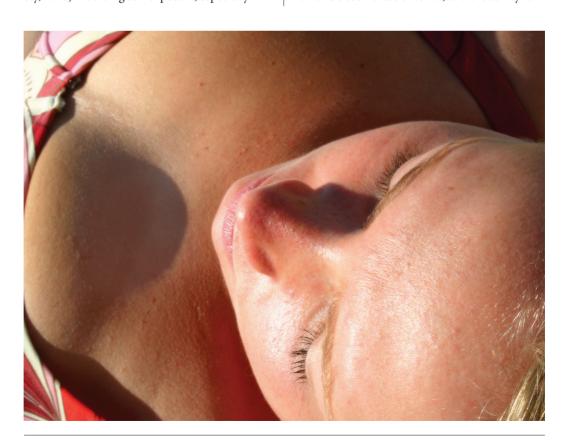


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