

## OLAY AMBASSADOR AND ANTI AGING EXPERT, DR NAINA REVEALS WHAT CAUSES THOSE DREADED DARK RINGS UNDER THE EYES, AND WHAT STEPS ONE CAN TAKE TO COMBAT THEM? DR NAINA



One of the most frequent problems that I encounter in my patients is the appearance of dark circles and puffiness under the eyes.

Just as I explain to my patients; these unfortunate aging signs under the eyes are caused by several factors. To begin with, the skin around the eyelids is naturally very thin, and as we age, it becomes even thinner. This in itself is due to a number of natural changes associated with aging; including decreased collagen production, a decrease in the body's hormones, and a general loss of skin elasticity. In addition, the appearance of dark circles and puffiness can indicate a problem with retaining blood in the skin's upper layers. This is caused by poor circulation, which can put even more pressure on the very fine capillaries of the skin around the eyes.

However, dark circles and puffiness are not just the result of aging - they are symptomatic of a number of lifestyle-related issues that women may well need to address.

Exposure to the sun's ultraviolet rays results in increased oxidative stress and inflammation within the skin. This weakens the skin's connective tissue, causing wrinkles and looseness of the skin around the eyes. Dehydration caused by not drinking enough water and living in a warm climate can cause poor circulation around the eye area, and if that's not enough, being under constant stress at work can lead to adrenal fatigue. This is often characterized by feeling constantly tired and the appearance of dark circles around the eyes that never seem to disappear. Last but not least, excessively rubbing and touching the skin around the eyes will worsen the condition.

But, like I always tell my patients, all is not lost if you already suffer from dark circles or puffiness! There are a number of steps you can take to address your unsightly aging signs from your skin:

- Eating a Mediterranean diet, rich in vegetables, fruits, nuts, whole grains, legumes, fish, and monosaturated fats is hugely beneficial for the vascular system.
  - Bioidentical hormones can prevent dark circles by increasing collagen production in the body, thereby increasing the thickness of the skin and making the delicate skin under the eye area less fragile.
  - Treating adrenal fatigue, if you suffer from it, is also going to help you immensely.
  - Drinking lots of water will keep your body well hydrated and your skin moisturized.
  - Ensuring you get enough sleep - about eight hours every night - will ensure your skin gets enough rest, and enough time to regenerate itself.
  - Avoiding any foods you might be allergic to is vital, as consuming these can lead to increased inflammation in the body and around the eye area.
- Once you have addressed the internal

causes of dark circles and puffiness around the eyes, there are a number of great topical nutrients that you can apply to your skin. I always recommend that my patients seek out the following:

- Pentapeptides, found in Olay's Regenerist range of creams and serums, is a revolutionary new technology, are small molecules of collagen that can effectively penetrate the skin to increase collagen production and increase dermal thickness.
- Niacinamide is a highly effective nutrient which helps to lighten the skin around the eye area. Hyaluronic acid provides maximum hydration to the skin and helps restore elasticity.
- Green tea extracts contain potent natural antioxidants such as polyphenols and catechins, which decrease inflammation and dark circles around the eyes.
- Cucumber extracts and vitamin K can also be effective skin lightening agents for use around the eyes.

As I always tell my patients, the sooner you begin giving your body adequate nourishment internally, and effective skin care externally around the eye area: the sooner those nasty dark circles, and the skin puffiness, will disappear.

### Regenerist Eye Lifting Serum

Regenerist Eye Lifting Serum contains a highly concentrated form of Olay's exclusive amino-peptide complex. Olay Regenerist Eye Lifting Serum contains a concentrated form of an exclusive amino-peptide complex that hydrates to firm and visibly lift skin around the entire eye area. The skin's natural glow will be restored and skin left feeling velvety smooth.

Visibly lifts, smoothes and brightens the entire eye area for firm eyelids, smooth corners and even-tone under eyes. Use alone or create your own regimen with other skin care products.