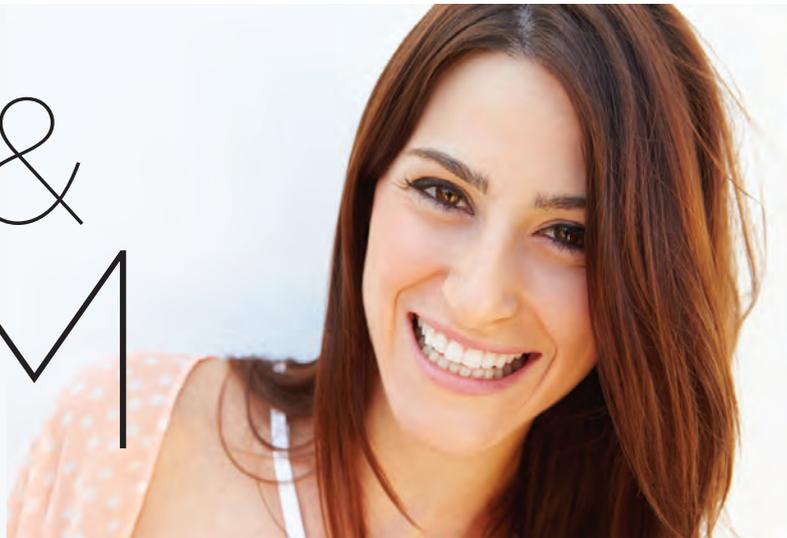


LIFT & FIRM



With the loss of collagen that comes with ageing, our skin becomes increasingly thin and fragile, resulting in the appearance of fine lines and wrinkles. Want firm, supple and glowing skin?



DR MAYBELLE TAN, Medical Director at **The Belle Clinic**, affirms the importance of maintaining collagen in the skin to look healthy and youthful.

What causes collagen loss?

From the age of 20, collagen production in our body declines by one percent every year. By our 40s, the collagen-making factories in our skin, called fibroblasts, are spent and no longer able to produce collagen. This leads to the loss of skin elasticity and the formation of wrinkles.

Another cause of collagen loss is ultraviolet radiation. So, to protect your skin from sun damage and prevent premature ageing, apply a daily sunblock with an SPF of at least 35.

Smoking also accelerates collagen loss. Tobacco smoke contains chemicals that produce free radicals, which not only stimulate collagen-destroying enzymes, but also slow down fibroblast cell activity by 40 percent.

How do collagen supplements benefit the skin?

They increase the skin's moisture level and elasticity while reducing wrinkles. It is never too early to start protecting your skin's collagen store. The best time for prevention and maintenance is *before* you see the effects of collagen loss, as once your skin starts to wrinkle and sag, it's much harder to restore it.

Which collagen supplement is right for my skin?

Choose one that contains peptides that are easily absorbed by our digestive system. Marine collagen is generally the preferred collagen supplement as it's made up of smaller protein peptides

that are more easily absorbed by the body. If you are allergic to seafood, animal collagen could be a good alternative.

Clinical studies have demonstrated benefits such as increased skin elasticity and a reduction in the appearance of wrinkles like crow's feet, adding further assurance about the effectiveness of a collagen supplement. If it happens to contain antioxidants, such as vitamin C, that's a plus.

How do collagen supplements work in conjunction with other beauty treatments?

Oral collagen supplements and topical treatments can take months to produce results. However, using them in combination with medical-grade treatments such as lasers to increase collagen production, or other skin-tightening and lifting procedures, may enhance their results.

About Soulevé

Containing three active ingredients – Type 1 collagen, blueberry extract and vitamin C – this novel skin supplement promotes collagen synthesis and combats oxidative stress. In a randomised, placebo-controlled trial, Soulevé's proprietary blend of bioactive collagen peptides (derived from fish skin) has been clinically proven to improve skin elasticity and firmness. *ei*



Find out more at novemhealthcare.com

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