



SUNNY SIDE UP
Ask any dermatologist and they'll tell you that the first step to whitening is sun protection. But are you using enough? "Sunscreens should be slathered on generously for maximum protection," says Dr Siew. "In fact, to achieve the true, say, SPF30 protection stated on a tube of sunscreen, you will need to use half a teaspoon of it just for your face. And don't forget to reapply your sunscreen every four hours to ensure adequate sun protection."

Dr Siew also adds that many women are often not using enough sunscreen on a daily basis. "It's estimated that most women use only 25 to 50 per cent of the required amount of sunblock."

According to Dr Siew Tuck Wah of The Sloane Clinic, whitening is important for all Asian women. "Fair skin not only makes one look healthy and glowing, but imparts luminosity to the skin as light is reflected better. Fair skin also allows pink colour from the capillaries in the skin to come through, resulting in a rosier appearance. Hence, women with fairer skin always look fresher, healthier and younger," he adds.

THE FUTURE IS BRIGHT

Whatever your chosen whitening skincare regimen, remember to give the products time to work, says Dr Siew. "Over-the-counter creams take a while to work, so you will need to be patient, and use the product for at least two months before you can determine if the product works for you."

He also cautions against having unrealistic expectations. "Contrary to what manufacturers may tell you, not all kinds of pigmentation can be effectively treated with over-the-counter creams. The common freckle, for example, can only be modestly lightened with creams," he adds. If you're still unsure, always seek professional help.

Ultimately, achieving skin that's as smooth and clear as a baby's bottom is determined by two things, says Dr Siew. "It really depends on your genetics, and your original skin colour." ELLE

THE FUTURE IS BRIGHT
Achieving your dream of glowing, luminous skin is a goal that many women share. The key to achieving this goal is to use the right products and to be patient. It takes time for your skin to adjust to new products, and it's important to use them consistently. The results will be worth the wait.

ELLE BEAUTY WHITENING SPECIAL
FAIR GAME



Whitening is no longer just about getting fairer. Today, women want a healthy glow that radiates from within. By Vanessa Chia

Of all the most common beauty enhancements, a fair complexion is the one that most women desire. It's not just about looking good, it's about feeling good. A fair complexion is a sign of health and vitality. It's a complexion that radiates from within. It's a complexion that is the result of a healthy lifestyle and a clear mind.

Beauty companies are championing the concept of whitening from within - a radiant, luminous complexion that glows naturally.

BOOSTER SHOTS



WELL-ROUNDED PROTECTION

