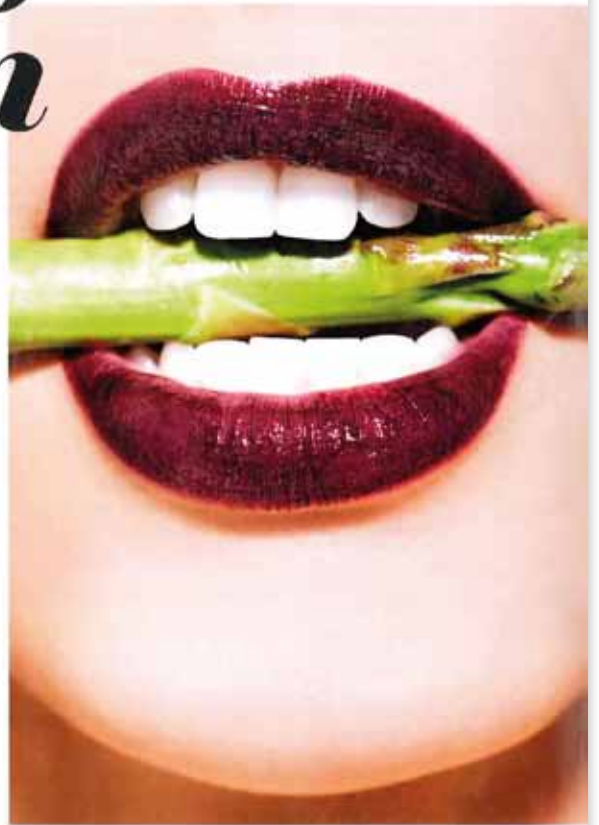




Look Great

Gorge-ous skin

SUPERFOODS ARE EVERYWHERE - EVEN IN BEAUTY POTIONS. YUEN YI YING BRINGS YOU THE LATEST IN THIS POWERFUL BREED OF SKINCARE.



Is your complexion looking rough, sallow or blemished? It's screaming: "Feed me, feed me!" You may be eating heaps of fruits and veggies, but few nutrients actually get to the skin, where they're needed to power up cells for healthy daily function, says Dr Joyce Lim, a dermatologist at Joyce Lim Skin and Laser Clinic.

That's because the vitamins and minerals from food are channelled to our vital organs first. "To provide the peptides and nourishment skin needs, you'll need to eat a large amount of food or supplements, like 100 vitamin C tablets daily," adds Dr Lim. "It's impractical."

Beauty companies claim that adding food ingredients to their products can help address this. Another marketing gimmick? Not really, says Dr Low Chai Ling, a medical adviser at The Sloane Clinic. Applying vitamins topically allows skin to enjoy maximum benefits and

antioxidant protection, she explains.

It's not quite the same as slathering mashed avocado on your face though. While some active ingredients can penetrate skin on their own, others, like vitamin C, can't; they have molecular structures that are too

big or insoluble. To improve their absorption, cosmetic manufacturers often modify the ingredients or attach them to proteins that can carry them into skin, says Dr Lim.

Now that you know, don't let your skin go hungry again.

Beauty companies claim that adding food ingredients to their products can help address this. Another marketing gimmick? Not really, says Dr Low Chai Ling, a medical adviser at The Sloane Clinic. Applying vitamins topically allows skin to enjoy maximum benefits and antioxidant protection, she explains.