

THE SIMPLE SKINCARE RESET *over 50*



Rediscover your radiance

DIGITAL EBOOK



Hello and welcome

If you're reading this, chances are your skin has started to feel a little different lately. Maybe it's become drier or more sensitive. Or maybe it's just not how it used to be.

And maybe you've found yourself wondering what's actually going on and what, if anything, you can do about it.

I'm a qualified facialist and skincare expert, but I'm also a woman in my 50s, going through exactly the same changes as you.

Some days my skin looks great. Other days, it doesn't. And it's not because I've done anything different and that can be really frustrating and disheartening.

But with my professional knowledge and personal experience I've created this guide to help you understand what's going on with your skin, what it really needs and how a few simple changes can genuinely make a difference.

And I promise there are no complicated routines, expensive must have products or invasive treatments recommended.

So let's get your skin feeling like yours again.



*love,
Pili xxx*

WHY YOUR SKIN FEELS DIFFERENT NOW

Around our mid-to-late 40s and into our 50s, our oestrogen levels start to drop. Perimenopause and then menopause arrive. Most of us know oestrogen is linked to our fertility and our monthly cycle, but it's also closely linked to our skin.

Oestrogen stimulates the production of collagen, the protein that keeps skin firm and smooth. It also helps our skin hold onto moisture, keeping it hydrated and plump. When oestrogen drops, all of that slows down.

- Our skin loses moisture faster than it can replace it, so it can start to feel drier than before
- It produces less collagen, which is part of why skin can start to feel thinner and lose some of its firmness
- The skin barrier, the protective layer on the outside, becomes thinner and less effective, often making skin more sensitive and reactive than it used to be
- And in our 50s, our faces can also start to lose some of their shape and volume

*menopause has moved in...
oestrogen has moved out!*

WHAT YOU CAN DO ABOUT IT

This isn't about ageing in the way we usually think about it.

It's a HORMONAL shift; a specific, biological change.

Which means there are specific things you can do about it.

It's NOT about a complicated 10-step routine.

It's NOT about the most expensive products or invasive treatments.

It's simply about understanding what your skin needs now and giving it that, in a way that's simple and sustainable.

And that's exactly why this guide exists.



4 STEPS 5 MINUTES

Good skincare after 50 doesn't need to be complicated. It just needs to be right for where your skin is now. And that's exactly what this routine is.

Just 4 steps in 5 minutes. And genuinely, that's all your skin needs right now. I know that might sound too simple. Especially when we're surrounded by so many products, so many routines, so many people telling us we need to be doing more.

But here's what I've learned, both as a facialist and as a woman in my 50s, less really is more when it comes to menopausal skin.

CLEANSE - TARGETED BOOST - LOCK IN MOISTURE - PROTECT

The right 4 steps, done consistently every day, will do far more for your skin than 10 steps done occasionally with the wrong products.

And consistency is the key word here. It's not about doing something dramatic once a week. It's about these 4 simple steps, every single morning.

So let's go through each step, what it is, why your skin needs it, and what to look for when choosing your own products.



A SIMPLE 4 STEP MORNING SKINCARE ROUTINE

① A gentle cleanse

Your skin needs cleansing every morning, even if it feels clean because no-one wakes up with completely clean skin!

But you can just splash your face with lukewarm water (never hot) and pat it dry if you want a really low-maintenance start to your skincare routine.

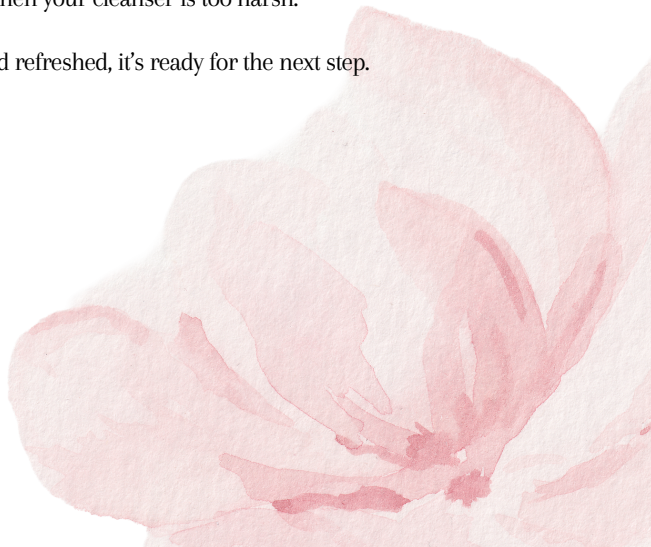
Although I would always recommend using a cleanser - one that is right for your skin, that will not only clean, but nourish and support your skin too. Which is why I'd suggest using a cream, balm or oil cleanser. Something that is gentle, that won't strip your skin of its natural oils - which are already depleted as we age.

Use a small amount of cleanser, and gently massage it all over your face. Take this moment to enjoy the process, whether just for a 30 seconds or a couple of minutes. Your skin will really benefit.

Rinse off the cleanser when you've finished, or use a damp face cloth and wipe all the residue off. Pat your face dry with a towel.

Your skin should feel comfortable and hydrated after cleansing — never tight, never squeaky clean! If it does, then your cleanser is too harsh.

Now your skin is clean and refreshed, it's ready for the next step.



2 A targeted boost

The next step in your simple skincare routine, is to use a product that is concentrated, effective and targets your main skincare concern.

And that's a serum.

You may feel that you have many skincare concerns (I know I do!) - perhaps your skin feels dry, looks dull and your fine lines are becoming more noticeable. But this step is about addressing your main concern and using a product targeted at that specifically.

If you are trying to address many issues at once, you'll either be using several different serums - and the more you use, the more likely your skin is to react. Or a single product which claims to solve everything in one go, but its active ingredients will be of such low potency, to remain stable and not cause irritation, that it won't be very effective at all.

You can find serums that deal with 2 issues at once (that's the maximum I'd recommend) but as this guide is all about resetting your skin with a simple routine, start with 1 serum to treat 1 issue.

So what bothers you the most about your skin right now? Here are the ingredients to look for to treat it.

- | | | |
|-------------------------|---|---|
| Dullness | → | vitamin C (apply to dry skin) |
| Dryness | → | hyaluronic acid (apply to slightly damp skin) |
| Firmness | → | peptides (apply to slightly damp skin) |
| Uneven skin tone | → | niacinamide (apply to slightly damp skin) |

Choose one and apply by pressing a few drops gently into your skin.

3 Lock in moisture

This is a really important step, because our skin over 50 has become drier and finds it harder to hold onto moisture, especially if our skin barrier (that outer most protective layer of skin) is damaged.

But we don't necessarily need the thickest, richest cream here. We want one that will nourish our skin by sinking into it, not just sitting on top of it. It needs to seal in hydration from our serum and strengthen our skin barrier.

So choose one with ingredients like peptides, glycerine, ceramides or collagen.

Whilst there are loads of creams specifically for the eye area or your neck, you don't NEED to have separate ones. The right cream for your skin, can also be used on the area around your eyes and your neck. But if you enjoy the ritual of applying these creams and you feel they are making a difference to your skin, then please continue.

Take a small amount of your moisturiser, warm it between your fingers and then apply it all over your face and neck, massaging it upwards and outwards.

These gentle massage techniques will encourage blood flow to the surface of your skin and it will start to look brighter and nourished.



4 Protect your skin

This is probably the most important step in your skincare routine. SPF.

UV damage has been proven to be the biggest cause of premature aging. And if you're in your 50s, like me, you probably grew up rarely (if ever) using sunscreen. Or at least, only when we were on holiday and lying in the sun to bake!

And all that accumulated sun damage is now starting to show on our skin. So it's really important to prevent any further damage and that means using SPF every single day. Regardless of the weather.

UVA rays are around us all the time, even on cloudy days or if we're inside near a window, even driving.

I'd recommend using a separate SPF rather than one in a moisturiser as it'll be far more effective, and always use factor 30 or above.

There are 2 types of SPF

Mineral

creates a physical barrier to reflect UV rays
sits on top of the skin
thicker consistency
can leave a white cast

Chemical

converts UV rays into heat
absorbs into the skin
thinner, lighter texture
doesn't leave any residue on the skin

The one you choose will come down to your own personal preference, how it feels on your skin and the look of it on your skin.

But the best SPF is the one you'll use every day.

Always apply more than you think you need, and re-apply when spending a lot of time outdoors. And don't forget your hands too!





So there you have it

Now you understand why your skin has changed after 50 and you have a simple, 4 step routine that genuinely works with it, not against it.

- A gentle cleanse
- A targeted boost for your main concern
- Moisture locked in
- And your skin protected

Just 4 steps, in 5 minutes, probably less. Every morning.

I know it can feel tempting to think you need more - more products, more steps, more complication. But honestly, consistency with the right basics will always do more for your skin than an elaborate routine you can't keep up with. So start here and get comfortable with these 4 steps. Let them become second nature.

And when you're ready for more ways to rediscover glowing skin over 50 with skin boosting foods, skincare product advice and facial massage techniques that will rejuvenate, you'll find it all on my YouTube channel: <https://www.youtube.com/@NourishandGlowWithBibi>

Because we all deserve to look radiant and feel confident, whatever our age.



*love,
Bibi xxx*