

décolletage

DEFENSE

Often neglected in our beauty routines, the skin of the décolletage deserves our full attention. This area, from below the chin to the top of the breasts, is particularly fragile and is more susceptible to premature aging. What can you do to care for your décolletage? Keep reading to find out.

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Starting around a woman's late 20s, changes in the décolleté area will start to occur, mostly in terms of plumpness. "The skin on the neck and chest will start thinning and showing signs of aging," says Jennifer Brodeur, founder and CEO of JB Skin Guru. But it's in your 30s that wrinkles and age spots begin to appear. The causes? The skin on the neck and décolleté area tends to loosen because it's thinner, has fewer sebaceous glands and is more exposed to the sun. "Without a natural emollient to hydrate, nourish and protect it, it dries easily and becomes more vulnerable," explains Nathalie Pelletier, scientific and training director at Jouviance and Functionalab. Nowadays, we are also facing a new phenomenon: the tech neck. It's a collar wrinkle that appears on the neck, under the chin, caused by the increased use of tablets and cell phones.

What to do

"Treat the skin on your neck and décolleté area the same way as your face," says Brodeur. If your budget allows it, purchase targeted skin products for this region. Otherwise, make sure to extend your serums and face creams down to your chest.

Make sure the area is well cleansed

Ideally, use your facial cleanser on your neck and décolletage, as facial formulas tend to be gentler on the skin than shower gels and body soaps.

Gently exfoliate once or twice a week

Brodeur suggests trying dry brushing (an exfoliation method which consists of brushing the skin before showering), or turning to a glycolic acid treatment to exfoliate the neckline. The purpose of this step is to stimulate cell regeneration, increase radiance and improve firmness, all while reducing the appearance of pigment spots. "As this skin is fragile and heals very slowly, exfoliation should be done gently," says Pelletier. Her recommendation: A natural and moisturizing exfoliant made of perfectly round beads.

Apply the right product

Using a serum that targets firmness, elasticity, fine lines, wrinkles and age spots is best. As for an antiaging cream, "it should be nourishing and moisturizing," says Pelletier. To counter gravity, apply the product by making gentle movements upward from the top of the breasts. To pamper the neckline and neck occasionally, or even once a week, "apply a treatment oil or your usual cream, and top it with an overnight moisturizing mask," suggests Brodeur.

Apply a sunscreen with at least an SPF 30

"It is the most effective way to protect the face, neck and décolletage from premature aging," says Pelletier.

Avoid fragrances

"Women often like to apply perfume to the neckline or apply a cream with a nice fragrance, but this can make the region more susceptible to sunburn, especially when wearing more low-cut clothes in the summer," says Brodeur.

Choose helpful ingredients

Vitamin C, the antiaging skin-care superstar, reduces pigment spots thanks to antioxidant and lightening properties. AHAs (alpha-hydroxy acids like glycolic acid and lactic acid) are useful for gently removing dead cells and promoting cell renewal, while low molecular weight hyaluronic acid penetrates deep into the skin to help plump it up, giving a lifting effect and reducing the appearance of fine lines and wrinkles. Some keywords to look for on your products: Moisturizing, lightening, firming and tightening.

Wear the right clothes

Prioritizing pieces made from natural fibres will help reduce the risk of irritation in this region. "For example, If you have a tendency to get eczema on your neck and you like to wear turtle-necks, make sure they're made with materials that don't irritate the skin," says Brodeur.



PRODUCTS THAT PERFORM

Thanks to its high content of vitamin C combined with ellagic and hyaluronic acids, this serum helps to improve radiance and firmness.

FUNCTIONALAB Ellagic C+ Serum, \$150, dermapure.com.

Targeting complexion, texture, firmness and hydration, this gel helps to sculpt contours and regenerate the décolletage.

JOUVIANCE Anti-Age Contour+ Concentrate, \$75, jouviance.com.



This formula for the face and neck includes a special complex that works at night to firm the skin and reduce wrinkles.

ESTÉE LAUDER Resilience Multi-Effect Night Tri-Peptide Face and Neck Cream, \$138, esteelauder.ca.

The creamy texture of this lotion brings deep hydration to the often-dry cleavage skin.

JB SKIN GURU Peoni La Crème, \$195, jbskinguru.com.



Formulated with organic sunflower extracts as well as nine other plant extracts, this targeted treatment offers a lifting and firming effect.

CLARINS Extra-Firming Neck & Décolleté, \$98, clarins.ca.



This boar bristle brush is used on the skin dry to gently exfoliate and invigorate before showering or bathing.

SEPHORA COLLECTION Dry Revive Body Brush, \$18, sephora.ca.