



Article published on March 26th 2012 | [Health](#)

Wrinkles on the face can be a pretty distressing issue for men and women. However, it is especially a problem for women since they are more concerned about looking good. Scars or ugly marks in other parts of the body are easy to hide with a smart choice of clothes but the same cannot be said of the face. When people begin noticing the wrinkles on your face, it can quickly turn into your most frustrating beauty problem. Thankfully, there are proven methods to help you reduce the appearance of wrinkles – even deep ones.

What Causes Wrinkles?

All of us know that wrinkles develop on the face during the natural process of aging. However, did you know that there are several factors that can actually aggravate the creation of new wrinkles? Here are some of the culprits responsible for facial wrinkles:

• **Harsh sunlight:** The most common cause of premature aging is exposure to sunlight. Although limited exposure is actually beneficial for the skin, prolonged time out in sunlight is not a good idea since the free radicals in UV rays can seriously damage skin cells and lead to wrinkles and dark spots. To avoid this kind of sun damage, avoid exposing your skin to direct sunlight for long periods.

For extra protection, use an anti wrinkle cream containing SPF 15. It will help protect your facial skin from UVA and UVB rays which will prevent the formation of new wrinkles.

• **Inadequate moisturization:** Soft and supple skin demands moisturization from within. For this reason, it is important to drink at least 6-8 glasses of water everyday. This will help keep the skin hydrated and flush out toxins from the body. You must also reduce the intake of alcohol, soft drinks and coffee.

To ensure that you provide excellent moisturization for the skin, choose anti aging creams that contain superior hydrating agents. For example, Hyaluronic acid is an ingredient with unmatched abilities to retain water more effectively than most other natural substances. So, choosing an anti-wrinkle cream containing Hyaluronic acid will increase the smoothness and softness of the skin.

Skin experts recommend using anti aging creams before the signs of aging such as dullness, dark spots and wrinkles actually appear. This is better than trying to erase wrinkles after they appear on the forehead and on the sides of the mouth and eyes. There are lots of effective and proven skin care products in the market designed to help reduce the appearance of wrinkles. The best anti aging products feature ingredients with clinically proven capabilities to erase wrinkles.

The hydroxatone skin care cream is an amazingly effective anti wrinkle cream that diminishes the appearance of fine lines on the face and improves the overall texture, smoothness and radiance of facial skin. To ensure complete protection, nourishment and reduction of wrinkles, the hydroxatone cream features approved ingredients such as Matrixyl 3000, Argireline®, Hyaluronic Acid and SPF 15. In clinical trials, 100 percent of women, who used these products, agree that the hydroxatone cream improves overall appearance of the skin.

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Article Keywords:

Hydroxatone skin care,Hydroxatone cream,Hydroxatone

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