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We might not be able to completely turn back the hands of time, but we can combat wrinkles and fine lines with a little help from our secret weapon.

If you feel that it is a never-ending battle trying to regain the supple and firm skin of your youth, you are not alone. By the age of 45, women experience up to a 25% decrease in collagen. With the advice and innovations from the founders of Nurysh, an evidence-based clinical skin care company, you finally have the tools to fight the aging process and help renew your skin's youthful glow.

Preservation & Moisturizing

Protecting your skin is one of the easiest ways to slow down signs of aging. Daily use of sunscreen is crucial for decreasing skin damage. When skin is left unprotected, the sun's UV rays speed up the body's melanin production, causing uneven skin tone and wrinkles. While discussing the importance of sunscreen in our everyday lives, Thomas Kraft, co-founder and owner of Nurysh said, "Wear a sunscreen that has at least an SPF of 30 even in the winter. If you are not drinking water and protecting your skin with sunscreen, you are wasting your money on even the most expensive products."

Moisturizing is a must when trying to achieve that radiant glow. Moisturizing helps to lock in the moistness needed for skin to look and feel nourished. If the skin is already dry, it prohibits the body's natural ability to shed dead skin cells leaving skin looking dull and flakey. Pascal Bahri, co-founder and owner of Nurysh suggests using a moisturizer that includes Hyaluronic Acid. This ingredient helps nourish dry skin cells and decreases the appearance of fine lines and wrinkles.

Complexion Restoration

Many factors cause uneven skin tone. In addition to sun damage, medications and hormones can play a role in unwanted pigmentation. There are a few essential suggestions to help skin tone look brighter and more even.

Dull skin can begin to become radiant with routine exfoliation. Cell turnover happens at a faster rate with consistent exfoliation. Exfoliation can be as simple as applying your favorite scrub with your fingers. The key is to make circular strokes gently. It is important to remember that not all skin types respond to exfoliation the same way. You may need to change the frequency to accommodate your skin's needs.

A gentle cleanser helps to restore complexion by removing dirt and bacteria without over-drying the skin. Accumulation of dirt and bacteria can contribute to the skin's aging process. Use your hands to wash your face? Remember to wash your hands before cleaning your face to ensure you are not adding additional bacteria.

Rebuilding Collagen

Starting at the age of 25, women lose about 1% of collagen every year. This collagen loss accounts for the sagginess, fine lines, and wrinkles people experience as they age. Facial massage and the use of light therapy can help to rebuild lost collagen.

Facial massage helps to encourage blood circulation and strengthen facial tissue. You can achieve results by massaging your face with your hands or with the assistance of specialized tools. Light therapy is proven to repair damaged skin. Specific colors yield different benefits. Red light therapy helps explicitly to tighten skin and increases blood flow to minimize wrinkles.

The Secret Weapon

Enter our secret weapon, the Lyft 2.0. The owners of Nurysh wanted to create a product that allowed people to receive medspa results in the comfort of their own home. This product, invented by Pascal Bahri and Thomas Kraft, uses BioWave technology and light therapy to have your skin looking more youthful and radiant.

Thomas Kraft explained what makes the Lyft 2.0 so extraordinary, "The gentle waves of the microcurrent improves blood flow and lymphatic drainage to the face, neck, and hands – resulting in balanced-out skin pigmentation; decreased fine lines, wrinkles, redness, and puffiness." In addition to its red-light therapy, the Lyft 2.0 includes green light, which balances skin tone and blue light that destroys bacteria and diminishes inflammation in the skin.

The Lyft 2.0 encompasses the innovations needed to help renew your skin's natural radiance. See what Lyft 2.0 can do for you.

Ganceviciene, Liakou, Theodoridis, Makrantonaki, & Zouboulis. (2012, July 1). Skin anti-aging strategies. Retrieved January 21, 2021, from https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3583892/

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