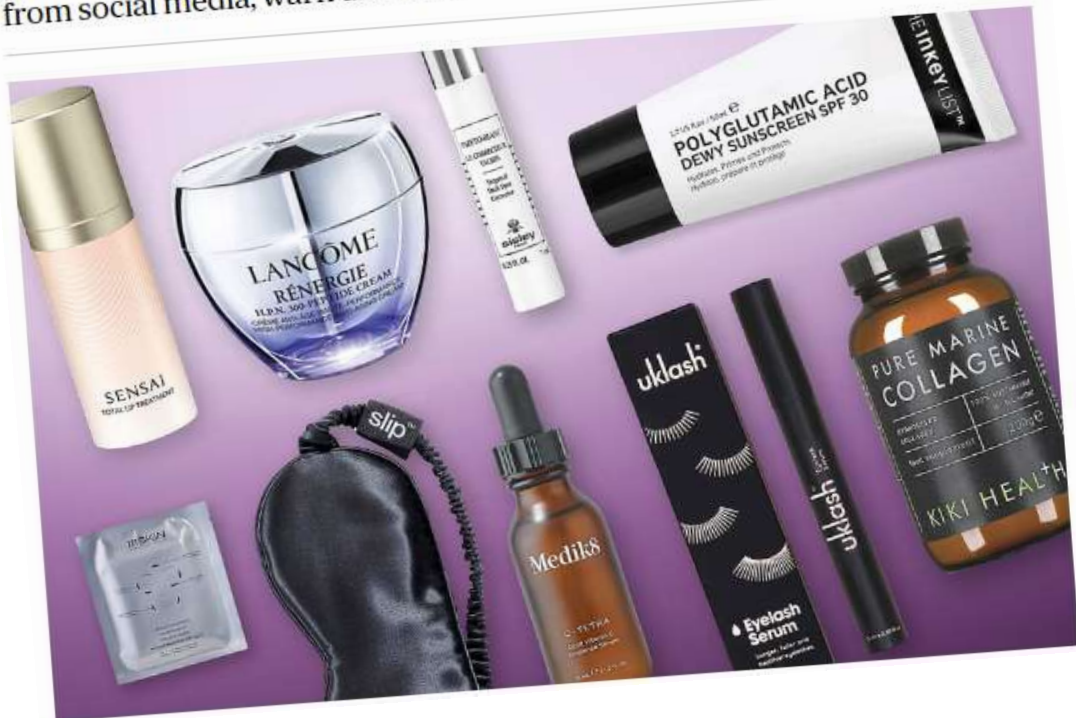


How Should We Look After our Skin?

Skin experts warn children as young as 10 demanding anti-ageing products from parents

Children are demanding skin products from parents with pressure coming from social media, warn dermatologists



Children as young as 10 demanding anti-ageing products, say UK dermatologists

Experts say social media behind increased use of products unsuitable for young people's skin

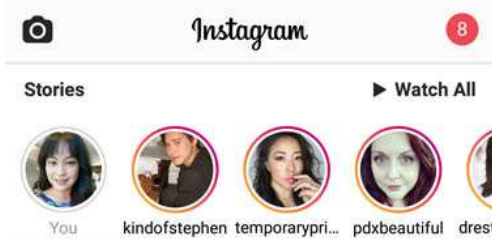


📷 Dermatologists say the trend has left children 'obsessed with ageing'. Photograph: Anastasiia Krivenok/Getty Images

Leading dermatologists have said children as young as 10 are putting pressure on their parents to buy them expensive, anti-ageing skincare products, which experts say could damage their sensitive skin.



Why do some young people think that they need to use lots of expensive skincare?



“The consumer power [of young people] is increasing and they are becoming more knowledgeable because they are exposed to things through social media.”



Why do some young people think that they need to use lots of expensive skincare?



Peer pressure



Colourful, appealing packaging



Why do some young people think that they need to use lots of expensive skincare?



Worrying about aging

Dr Anjali Mahto, a consultant dermatologist at Self London, said she had noted the trend of children moving to anti-ageing cosmetics. She told the Guardian: “Most have been heavily influenced by social media (TikTok in particular) and [influencers](#) who are showing their in-depth routines, most often accompanied by luxury skincare brands. There is often an unhealthy focus on anti-ageing too, despite their young age.”

Recently, “prejuvenation” has emerged as a real trend thanks to Gen Z. FYI: ‘Prejuvenation’ refers to preventive treatment for aging, which members of Gen Z (who are all under 26 at the moment) have already begun thinking about, according to recent research.

“Unfortunately I am seeing more teens in my clinic who are obsessed with ageing. It’s concerning and it’s undoubtedly been fuelled by social media.”



Thinking they need lots of steps to their skincare routine

THE EXACT ORDER TO APPLY SKINCARE PRODUCTS

DAY		NIGHT
Cleanser	1	Cleanser
Toner	2	Toner
Serums	3	Serums
Eye Cream	4	Eye Cream
Spot Treatments	5	Spot Treatments
Moisturizer	6	Moisturizer
Face Oil	7	Retinol
Sunscreen	8	Face Oil



What do the experts say?

“Once applied, the active ingredients contained in those beautifully packages creams and serums might do more harm than good,” said Javon Ford, a cosmetic chemist based in Los Angeles

“The most preventive skin care product that anyone can use is sunscreen,” she added. “Sunscreen is going to help prevent UVA and UVB damage to the skin which are the two most important and influential factors in the aging process.”



The skin is an organ we have to take care of—it is not just a wall you can do anything to,” said Dr. Jeffy.



“Children are often finding these products on social media when an influencer raves about the changes their skin has undergone, but they don’t realize the person they’re watching on a screen is speaking to an older audience,” Ford said.

Ingredients like retinols, exfoliating acids and vitamin C may be part of an adult’s regimen, but for children it can be damaging to the skin barrier.

“The skin barrier when you’re 9 years old is not a fully formed skin barrier. It’s not meant to handle those kinds of ingredients,” Weiser said. “Collagen and elastin are robust in (children’s’ skin), so they don’t need those things .”

What *should* young people use on their skin?

Every one of the 17 dermatologists we spoke to agreed that teen and adolescent skin really needs only a three-step routine, regardless of their skin type or concerns: cleansing, moisturising, and applying SPF.



Experts recommend cleaning twice a day and using a light moisturiser, as well as sunscreen if UV rays are high for children, rather than anti-ageing creams.



Dr Mahto said young people did not “need that much in terms of skincare”.
She added: “It’s great to look after your skin but not to the point where you are using different products,” she said.

“I recommend sticking with fragrance-free, oil-free, and non-comedogenic products for most children,” said Dr. Jeffy.

