



The Key To Looking Young Forever Might Be Starting Young

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Is treating ageing skin woes like wrinkles and lines even before age 25 – when they're non-existent – marketing spiel, or the new route to the fountain of youth? Vanessa Chia investigates the trend of "prejuvenation".



Marketing executive Elaine Heng is 24 years old, but has already adopted a skincare routine that includes anti-ageing products such as intensive eye creams and sunscreens – one usually better associated with women a decade (or more) older.

"I used to think that anti-ageing measures only started from your 30s. However, despite being in my early 20s, I've started on 'prejuvenation' measures because I've noticed early signs of ageing on my skin like loss of firmness," she says.

It might sound like a case of paranoia or plain vanity. Blame selfie culture, if you like. But the fact now is, more than ever, the quest to look younger often begins at an earlier age. With it – responding or encouraging the mindset – is a boom in anti-ageing skincare products targeted specifically at millennials and the Girls genera-

tion (the American TV show, though the K-pop super group, whose members range between ages 25 and 27, could apply too).

The beauty industry has even come up with a term to describe this new pursuit for eternal youth: prejuvenation - essentially "preventive skin rejuvenation". This means that the concept of anti-ageing is no longer simply about ageing gracefully.

The It Aesthetic Trend

Like some trending hashtag, prejuvenation's the hottest buzzword in aesthetics today. **Dr Heng Wee Soon**, a medical doctor, defines it as the practice of "starting non-invasive aesthetic treatments like botulinum toxin (aka Botox) injections, laser treatments, non-invasive skin-tightening procedures and/or filler injections to prevent further ageing rather than correcting the signs of ageing".

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