

NEW YEAR, YOUNGER YOU!

As January approaches there is no better time to rejuvenate your skin and body. Exhibitors at The Anti-Ageing Health & Beauty Show 2014 have exactly what you need...

YOUTH-BOOSTING MAKEOVERS

Whether it is too much powder that emphasises wrinkles or blusher being applied to the wrong part of the cheeks – when used incorrectly make-up can add years to your look.

As the New Year arrives, there's no better time to brush up on your make-up application skills.

Visit the pros at the Cosmetics A La Carte stand for make-up application tips that can help you look a decade younger, plus youth-boosting makeovers and advice on which textures will suit your skin.

SKIN-SAVING SEEDS

They may be tiny, but seeds are packed with a host of vitamins and nutrients to promote healthy skin from the inside out.

Visit the Linwoods stand at The Anti-Ageing Health & Beauty Show to pick up free tasty recipe ideas.

Here's our pick of the best seeds, their benefits and how to get a dose into your daily diet...



Flaxseeds

Best for: Hydration

Flaxseeds are a quality source of omega 3 fatty acids, which is known for its skin hydrating and anti-inflammatory properties. Add them to porridge, cereal or yogurt to combat dry skin and boost radiance.

Hemp seeds

Best for: Firming

Hemp seeds are loaded with protein that helps to repair and strengthen the skin by stimulating complexion-firming collagen. Sprinkle them over salads and smoothies for an extra protein boost.

Chia seeds

Best for: Glow enhancing

Chia seeds are rich in omega 3, vitamins, minerals and antioxidants that help nourish the skin and increases radiance. They are also high in fibre, protein and calcium, which are beneficial for healthy heart, joint and digestive function. The seeds have a mild flavour making them an ideal compliment to sweet or savoury dishes.



YOUTH PILLS

Most topical products only work on the outer layer of the skin, so youth-boosting supplements such as those offered by exhibitors IMEDEEN are perfect for a New Year kick-start.

A favourite of Jessica Biel and Naomi Campbell, IMEDEEN provides a targeted solution for women of different ages and skin needs. Each capsule comes loaded with proteins and polysaccharides that increase moisture levels and radiance while leaving skin plumper.

*Visit the IMEDEEN stand at The Anti-Ageing Health & Beauty Show to experience a free skin consultation with the high-resolution ultrasound dermascan machine.

FUTURE TREND: #FLAMENCOFIT

Forget Zumba and Balletcise – they are so last year. One of the hottest new fitness trends for 2014 is based around Spanish flamenco dancing. Suitable for all age groups, classes involve learning basic flamenco moves and choreography.

Here's what it can do for you...

Improves cardiovascular health

The energetic nature of flamenco means that regular classes offer an effective cardiovascular workout for the heart and lungs.

Muscle toning

The signature stamping motions of flamenco footwork results in improved strength and tone in the lower-body muscles, such as the calves and thighs. Moving the arms in graceful twists and sweeps for long periods develops toned arms and shoulders.

Perfects the posture

Elegant posture is essential to flamenco and much of the class involves engaging the core muscles, which helps improve posture and balance.

Strengthens the bones

Flamenco's high impact footwork puts a load on the bones of the lower body, increasing bone density and preventing conditions such as osteoporosis.

Improved memory

The complex nature of the rhythms and movements in flamenco challenge the memory, coordination and concentration – leading to improved brain function. A study of physical activities found that dancing lowered the risk of dementia by 76 per cent.

To find out more about Flamenco Fit – visit their stand at The Anti-Ageing Health & Beauty Show.



COSMETIC PROCEDURES: TRY BEFORE YOU BUY

Innovative 3D life-like images are now able to show people what they will look after a cosmetic procedure.

Whether it's a facelift, breast enhancement, rhinoplasty or just a touch of filler, the experts at the Cosmetic imaging Studio stand will show you how the latest imaging technology can help patients visualise the expected result, giving them more control than ever.

The Cosmetic Imaging Studio is giving two lucky attendees a free 3D scanning and dynamic simulation session. For a chance to win, fill in a card at the stand.



For further information, press passes, press releases, interviews and to arrange pre-show treatments please contact:

Jenny Pabila e: press@nichepublicrelations.com t: 07971 032 570 @AntiAgeingShow