

MPSA Magazine

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Beauty Secrets

FACT OR FICTION

By Barbara van der Walt



It's no secret that the quest to achieve quick and easy beauty solutions is an endless one for many of us. With millions of consumers eager to find the next quick beauty fix, the world of beauty is rife with many tips and tricks but the question remains – how do we separate fact from fiction when it comes to beauty 'secrets'?

In an effort to debunk some of the most common beauty myths, **MPSAmag** consulted with some of the top beauty and skin care professionals from around the world. Here is the truth, the whole truth and nothing but the truth...

11. Baby cream can help you fight acne

FACT: According to www.myacneremedies.com, nappy rash cream can be used as you would regular acne cream. Recent evidence shows that nappy rash in babies is caused by both irritation to the skin and by yeast. To alleviate these, most baby creams will contain antifungal medicines that are effective at treating the very same bacteria that cause acne. If you want skin as smooth as a baby's bottom, nappy rash cream may just be for you...

12. Slather on mayonnaise and olive oil to deep condition your hair

FICTION: While kitchen staples like mayo and olive oil do contain moisturising properties, adding handfuls of the stuff to your locks isn't necessarily the ticket to silky hair. "The success of this treatment depends on the type and texture of your hair," says Doug DiCano, a New York City stylist. If you're prone to oily tresses, rather steer clear of these home remedies and use a professional product that suits your hair type.

13. Shaving or cutting your hair off will make it grow faster

FICTION: Jenny Cho, a New York stylist explains, "While cutting ends will prevent damage and encourage stronger, healthier hair, it doesn't tell the roots to grow faster." However, healthy hair may appear longer, since it's free from dry, damaged and broken ends. The best way to grow hair the natural way, is by taking care of the body – from the inside out. Drink the recommended daily allowance of water, take multi-vitamins daily and get adequate amounts of sleep.

14. Apply yogurt for 10 minutes to rejuvenate your skin

FACT: According to the makers of Stoneyfield organic yogurt, you can apply plain yogurt to your face as it is generally the main ingredient in most facial masks. The lactic acid found naturally in the dairy aisle is also an alpha-hydroxy acid, the main ingredient in many store-bought skin-rejuvenating creams.

15. Cucumber will reduce puffiness under your eyes

FACT: But only to a point says Dermatologist Dr. Fredric Brandt, "If the under-eye puffiness is from fluid accumulation as a result of a hangover or even just general exhaustion, then a cold cucumber will make a visible difference. If, however, it's from fat deposits (genetics), then this quick trick won't help much."

16. A sauna suit is the best way to drop weight fast

FICTION: We don't even need a professional to confirm this one. Have you seen this quick fix before? It basically looks like a puffy garbage bag tailored into a jogging suit which causes the body to sweat excessively whilst exercising – allowing you to lose 'water weight'. The fact is that there really is no effective way to drop weight fast. It all comes down to consistency in exercise and a kilojoule restricted diet.

17. Use vinegar to get rid of dandruff

FACT: Anyone who knows who L'Oréal hair colourist Christophe Robin is, will also know that he turns to vinegar for many DIY hair and skin care remedies. "Apple cider vinegar has natural antifungal properties and therefore can help eliminate a flaky scalp caused by dandruff. Create your own cleansing shampoo by mixing a solution that's half water, half apple cider vinegar into a spray bottle and apply."

18. Sleep on a silk pillow to promote healthy skin and prevent wrinkles

FICTION: Like anything else that transfers dirt and oil onto your skin, pillowcases can be the cause of acne. Even the oil residue that is built up on your hair, due to the products that you use, can sit on the surface of your pillowcase and can be transferred onto your face. This can happen if your pillowcase is cotton, silk or satin according to Dr. David E. Bank, director and founder of The Centre for Dermatology, Cosmetic and Laser Surgery.

19.

Putting Vaseline on your face nightly will prevent wrinkles

FICTION: "Petroleum jelly is the strongest moisturiser there is because it forces oils into the skin and prevents them from evaporating," says Paul Jarrod Frank, a dermatologist in New York City. As the skin ages, it loses its ability to retain moisture, and skin that's dry looks older. "Petroleum jelly can make wrinkles less apparent because it's adding moisture to the skin, which softens lines, but it can't actually prevent aging."

20. Tanning can get rid of pimples

FACT: "A particular wavelength of light has been shown to stimulate porphyrin, a chemical that eradicates the bacteria that cause acne," says Elizabeth McBurney, a clinical professor of dermatology at Tulane University School of Medicine, in New Orleans. With that said, always remember sun exposure can also lead to bigger problems, such as premature aging and skin cancer.