

# FaceFit - the future of skincare and fitness is here with a new movement

 By [Daniella Shapiro](#)

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Millennials are at the forefront of a global movement towards moving your body more. Gym is in. Enter athleisure. The trend is a blend of sporty sexy and holistic health consciousness.



Daniella Shapiro, Oolala Collection Club.

The health benefits of exercise are well established, promoting both physical and mental health. Exercise improves circulation and sweating it out rids the body of toxins and pent-up stress. However, sweating, strenuous physical activity and exposure to the elements can take their toll on skin health, leading to premature aging and a host of pesky problem areas.

Considering your skin is your largest organ, it makes sense to face up to skin fitness. Exercise will ensure that you are healthy from the inside out. But, if you want skin that both looks and feels as fit as the rest of your body, there's a caveat, or a few, when it comes to sweat. Simple and convenient solutions on the move can easily ensure you stay face-fit.

## When sweat is not your friend

High impact workouts and intense sweating can cause anti-oxidative stress, which leads to collagen degeneration, and loss in elasticity and firmness. Dehydration from sweating causes skin dryness. Pimples, blackheads and blotches result from clogged pores. Pores open during exercise, so they are more prone to blockage.

In addition, contact with gym equipment increases exposure to bacteria. Hand or object to face contact transfers oil and bacteria to the face which clogs pores. Beware of bacteria ridden culprits such as headphones, towels and sports bras. Disruption of the skin's pH balance can cause irritation, redness, itchiness and blotchiness. When you sweat, key minerals and vitamins are lost. A host of unpleasant symptoms can result from sweating.

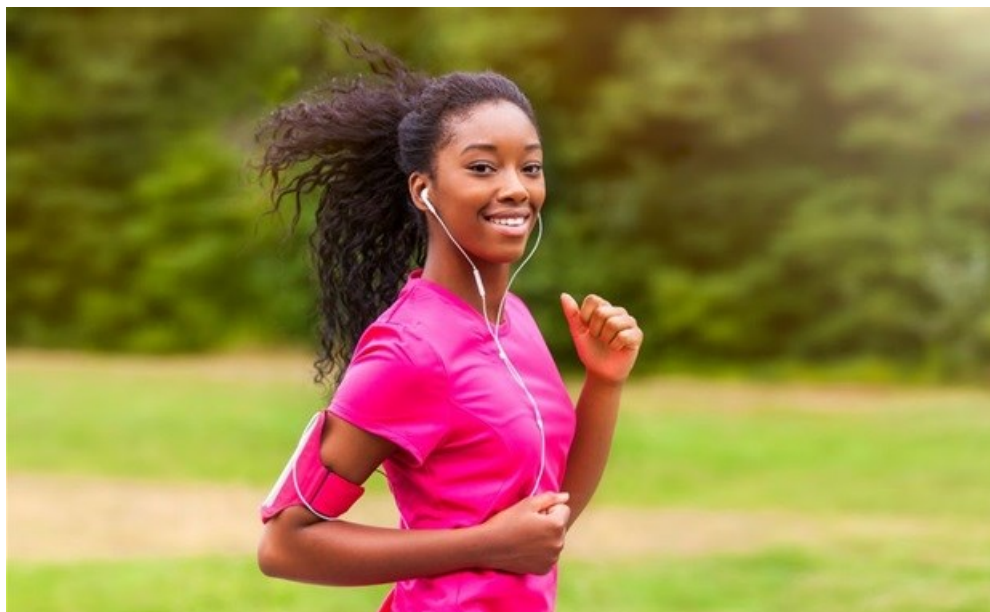
## Key symptoms of sweat stress

Sweat bumps may appear, especially in the oily T-zone (forehead, nose and chin area). However, these bumps may result on other areas of the body. Sweat blisters are a type of painful rash caused by sweat. Sweat can also cause pimples and rash related acne. Sores may also result from rigorous exercise, especially when exposed to UVA/UVB sun. Sweat sores appear as raised burn on the skin, and are itchy and sting, accompanied by discoloration with this discomfort.

Discoloration sweat spots are a sign of sun damage. Protection with antioxidants and broad-spectrum zinc oxide is important. Dry skin can result from the high sodium content released through perspiration. Perspiration may exacerbate eczema dry patches, which can make skin wrinkle and appear less youthful. Flushing and redness, such as rosacea, is the result of the aggravation of vasodilation, the dilation of blood vessels, which decreases blood pressure during exercise. Those prone to allergies may experience itchiness and hives after working out, caused by a white blood cell which releases histamine as the body's temperature rises during exercise.

Another unpleasant symptom of sweating is chaffing, caused by sweat and fabric rubbing against each other. Sweating can lead to excessive sebum build up. As exercise triggers the release of the body's stress hormones, including cortisol, glands in the hair follicles increase sebum production, which is essential. However, too much sebum can block follicles,

causing buildup of dead skin cells and inflammation or acne.



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## Sweat and the sun

While sweat is your body's natural way of releasing toxins, it worsens your skin's photosensitivity to UV rays, leading to sun damage and premature aging. According to the American Academy of Dermatology, athletes are at an increased risk of skin cancer due to their increased photosensitivity caused by sweating. Sunblock is vital. However, chemical sunscreens can add to premature aging. The effects of sun are also of higher impact when you exercise around sand, water or snow, as the sunlight is reflected from multiple directions. Zinc oxide is good for broad-spectrum sun protection.

## Don't sweat it – there's a solution

The answer is here with specialised skincare that caters to an active, athletic lifestyle. The movement is towards skincare routines that help re-energise skin and protect against photosensitivity, dark spots, irritation, breakouts, over-redness, and premature aging, offering UV protection for skin against long-term damage when exercising outdoors under harsh rays of the sun. Products with natural ingredients are first choice as chemicals will irritate the skin during exercise. Cruelty free, vegan and paraben free products are absolutely the standard required today.



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Lauren Hartzenberg 17 Apr 2018



## What's in it for me?

Powerful actives, peptides and antioxidants can, in fact, turn back the clock on the aging process. Increasing skin elasticity and firmness, the latest scientific research has shown that cutting-edge ingredients can effectively and actively transform and protect skin with visible and rewarding results. It is important to cater to skin's needs both before, during and after workouts. You can restore your natural beauty.

## Ready, set, go!

Athleisure is about loving the skin you're in, moving from one context to another, sharing your fitness goals via social media with a feeling of self-confidence and skin positivity. With the latest in skincare products that support you in your holistic

fitness goals, you will be free to enjoy bare, glowing skin without a camera-shy moment. At the same time, you will be building and protecting a future for yourself that is sustainably and responsibly healthy.

## ABOUT DANIELLA SHAPIRO

Daniella Shapiro is Founder and CEO of [DaniellaShapiro.com](http://DaniellaShapiro.com), a consulting company on the front lines of marketing, social media and branding strategies. Daniella recently launched the Oolala Collection Club, an e-commerce proudly South African, unisex, cutting-edge skincare and lifestyle brand. 100% Cruelty-Free. 100% Paraben Free. 100% Vegan. 0% Questionable. Oolala Collection Club stands for respecting our planet and affordable luxury.

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