

Shopping Smarts

Avoid Refined!

Choose unrefined coconut oil for your skin since refined oils can be treated with various chemicals. Here is what to look for on the label:

- virgin oil (unrefined)
- cold-pressed
- organic or raw

COCONUT OIL & Wrinkles

What is a wrinkle? ◀◀◀◀

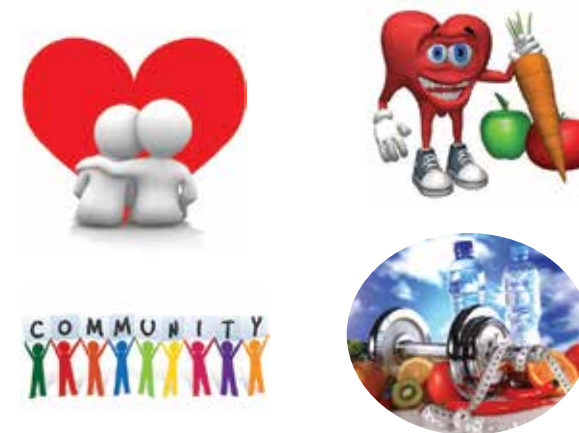
Early in life, skin has more of a fiber called elastin and a protein called collagen, which help skin stretch and hold in moisture. A protein in skin called collagen also helps prevent wrinkles. But as we age, the skin naturally loses both collagen and elastin, making it thinner and less moisturized. As skin becomes thinner, it begins to sag, causing creases and wrinkles.

Wrinkles are a part of life. Whether they're from aging, genetics, weight loss, or sun exposure, chances are everyone will experience wrinkles at some point. But just as ◀wrinkles naturally occur, they can be reduced naturally as well. One natural wrinkle remedy is **coconut oil**. When massaged onto skin, coconut oil can be a great moisturizer, decreasing the appearance of fine lines and wrinkles and even reducing premature aging. Its ability to moisturize skin isn't its only benefit, though. Coconut oil contains antioxidants that protect your skin from free radicals (wrinkle-causing pollutants in the air). Plus, it contains anti-fungal and antibacterial properties that can help heal skin. Just make sure to find a good organic coconut oil if you plan to use it regularly, as this will ensure no toxins or pesticides are absorbed through your skin.



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