- Sleep

An anti-ageing secret

SWEET SPOT FOR OPTIMAL SKIN BENEFITS IS 7 TO 9 HOURS DAILY It improves blood flow, reduces stress and restores moisture balance.

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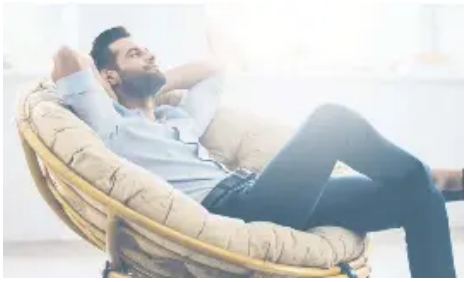
Beauty sleep is more than just a saying – it's vital for achieving youthful, radiant skin. Quality sleep is one of the most natural and effective ways to combat the signs of ageing. While you rest, your body is hard at work repairing and revitalising your skin.



Deep sleep boosts growth hormone production, critical in tissue repair and collagen production. Collagen, the protein that maintains skin's firmness and elasticity, is essential for keeping your complexion smooth, supple and youthful.

"When we sleep, our skin goes into recovery mode," said Murray Hewlett, CEO of Affinity Health.

"Cell turnover increases and damaged cells are repaired. This nightly repair process is critical for maintaining skin health and slowing visible signs of ageing."

How sleep deprivation ages the skin

Chronic sleep deprivation can lead to:

Increased fine lines and wrinkles;

Dull complexion; and Under-eye circles and puffiness.

Anti-ageing benefits of quality sleep

Sleeping 7–9 hours each night has impressive anti-aging benefits for your skin. It boosts collagen production, which keeps skin hydrated, firm and smooth, reducing fine lines and wrinkles.

Sleep improves blood flow, giving skin a healthy glow and delivering nutrients needed for repair.

It also lowers stress hormones, including cortisol, which can damage collagen and cause inflammation. While you sleep, your skin restores its moisture balance, preventing dryness.

Sleep-boosted skin health

Achieving a skin-friendly sleep routine is about more than just going to bed.

Keep your bedroom cool, dark and free of distractions to promote restful sleep.

Enhance your nighttime skincare routine with retinoids, hyaluronic acid5, or peptides, which support your skin's natural repair process while you rest. Avoid latenight snacking, which disrupts sleep quality and contributes to skin inflammation.

Anti-ageing myths vs reality Myth: You can 'catch up' on sleep at the weekend.

Reality: Catching up on missed sleep doesn't fully reverse its adverse effects on the skin. Consistent, quality sleep every night is essential for maintaining healthy, youthful skin.
Myth: Sleeping longer than 9 hours gives extra anti-ageing benefits.
Reality: Oversleeping can disrupt your body's natural rhythm and may be linked to underlying health issues. The sweet spot for optimal skin benefits is 7–9 hours.
Myth: The position you sleep in doesn't ma er.
Reality: Sleeping on your stomach or side can lead to compression and fine lines over time. Sleeping on your back and using a silk pillowcase can help protect your skin and reduce friction.
Myth: A bad night's sleep won't show on your face immediately.
Reality: Even one night of poor sleep can cause visible effects like dullness, dark circles and puffiness. Chronic sleep deprivation accelerates ageing signs such as wrinkles and uneven tone.
Myth: Skincare products can replace the need for sleep.
Reality: Skincare products can support skin health but cannot replace the natural repair processes during sleep.