

**AUTOREJUVENATION:  
THE NO-BS DOCTOR'S  
GUIDE TO SKIN THAT  
REVERSES TIME**

Regenerate: How to Trigger Your Skin's  
Natural Youth Mode And Reverse The  
Signs of Ageing

# What's Inside (Other Than Great Skin Advice)

MIRROR MIRROR  
ON THE WALL

YOUR SKIN: THE  
STAR OF THE SHOW

MOISTURISER. BIN  
IT. SERIOUSLY

CHEAT SHEET - YOU CAN  
SKIP TO THIS IF YOU WANT  
THE KEY INFO

THE CLIENT WHO  
ASKED FOR A  
MIRACLE

LETS FIND YOUR  
YOUNGER SELF



# Mirror mirror on the wall

**Ever wake up in the morning,** splash some water on your face, look up in the mirror and wonder who that is staring back at you?

Don't panic.

The problem with the aesthetic and skin industry is that there is a lack of understanding and education surrounding skin health. It can be difficult for one to advocate for themselves if they are not aware of the processes happening as you age.

The intention of this eBook is for you to take away an understanding of what is happening to your skin and real practical tips that you can start implementing today to improve it.

We are on a mission for you to go away loaded with information so that do not get trapped in purchasing the next big hype that is out there in the skin industry.

So if you've looked in the mirror lately and thought, "Gravity is really kicking in," and you want to understand:

- Why that's happening (science behind it)
- What is actually effective

(You can skip to page 6 but i genuinely think you should understand your skin before you start treating it)

Then you're in the right place. Before you spend a penny on any products or treatment read through this cover to cover so you can better understand how to treat yourself. Lets talk about ageing.

Sagging jowls. A crepey neck. Wrinkles that weren't there last year. Patchy pigmentation that no serum seems to fix.

We often think ageing is just about lines and loose skin—but it goes deeper than that.

Your skin reflects more than time. It tells a story about your health, your habits, and how well you've cared for yourself through life's stress, sun, sleep (or lack of it), and everything in between.

This ebook isn't about fighting ageing with filters or fantasies. It's about giving your skin the chance to heal, to thrive, and to age well—with strength, clarity, and confidence.

Because ageing is inevitable. But looking tired, worn out, and unhealthy? That doesn't have to be.

What story do you want your skin to tell? One of resilience, vitality, and care—or one of neglect?

Let's rewrite the narrative.

# Your skin. The star of the show

I'm going to sum up everything you need to know about skin (that's a decade of my personal learning) in a few sentences.

And when I'm done you'll understand why the next section is called: 'Throw your moisturiser in the bin'

Your skin is an organ. It has multiple layers and cell teams playing different roles. Some protect against the sun, i.e UV light (melanocytes - they're important), some help your immune system and some are in charge of keeping the barrier of your skin intact (also quite important).

But the ones that we need to care about in order to look like we did 10 years ago. **Fibroblasts.**

These magical little cells live in your middle skin layer and produce what I call the **'Fountain of Youth' Molecules - Elastin, Collagen and Hyaluronic Acid.**

They're the reason 10 years ago your skin was bouncy, lifted and full of life. (I know...youth is wasted on the young) 😞

As we age, fibroblasts get sleepy (*science version: the cell turnover (how fast they are created) slows down, from a healthy 28 day cycle to 40+ days and sometimes longer.*) Like all cells, they become fewer and less active - and those 'fountain of youth' master builders slow down.

Throw in sun exposure, stress, poor diet, pollution and yes - facial

expressions - and you've got thin, sagging loose skin. No resilience, no stretchiness (that's the pesky lack of elastin) - hollow cheeks and an aged, sunken appearance.

Your skin basically has the springiness of a worn, overstretched elastic band. When it pings, it doesn't pop back.

## What about wrinkles?

Remember I said facial movements. Well - wrinkles are creases from where your skin moved the most, that never got the memo to bounce back. Think: smile lines and crow's feet.

And because you've lost all those precious 'fountain of youth' molecules, your skin can't 'ping' back to its pristine, plump original state.

And the result is wrinkles - deep crevices of loose skin without the ability to spring back.

Pigmentation and patchy skin works in a similar way.

The tired pigment cells that give your skin its even, glowing, pristine tone are tired and drained.

They're not working like they used to, leaving you looking more mottled than glowing.

Ok, I can hear you saying it. 'I get it. Stop badgering me with the science behind why and tell me - how do I fix it?!'

Lets get to it...

# Moisturiser? Bin it. Seriously. (It's working against you)

Ok. Now you know what's going on under the surface, let's fix it.

The real question is - how do I reverse this?

Well, if you thought walking into your local Boots and buying either the cheapest or the most expensive moisturiser would do the trick, think again.

In fact, just throw it away.

Why? Because moisturisers often make your skin lazy.

They add water to try and hydrate your skin or create a barrier to stop water loss—but in doing so, they signal your skin to stop doing the job itself. (hint: getting your skin to do its own work is the long term solution, more on that in the next section).

Over time, this backfires as the cells get even lazier - leading to you needing more and more moisturiser. (Not good for you, but great for the companies that make them - as you just keep going to buy more and more).

What about the serums, cleansers and toners?

Yes, they have some of the right ingredients. (I'll tell you what those are in the next section.)

But they have two major problems:

- There isn't a high enough concentration of the ingredients to actually do anything.
- They don't have the right delivery method.

'But they go on the skin?'

The stuff you buy in shops sits on the skin and gets absorbed in the top layer only.

The Medical Grade products have high concentration of the right things, encapsulated to allow absorption in the deeper layers of the skin where its actually needed.

Now, all this isn't to say that there aren't products that you can buy that will work for you. The point is that you don't want to waste and overcomplicate your routine with unnecessary extra creams and serums.

In the next section, I go through a good morning and evening routine and what exactly you need to look for in off-the-shelf products to make sure that you are getting the best and necessary things for your skin.

If you see a skin specialist or attend a clinic regularly, I've also included the common Doctor or clinic prescribed medical grade products that work best for your skin.

# The client who asked for a miracle

I once had a client walk into my clinic, get comfortable in the chair, take out their phone and show me a picture of themselves from 8 years ago.

'I want to look like this again.'

So let me give you all the advice I gave them.

Everything from the at home stuff, (including diet) to home skincare routine, to what to avoid in the shops and what to ask your skin specialist to get your skin to start to 'act' again.

And in this chapter, I'll show you exactly how to do it.

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FEED  
YOUR SKIN

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APPLY THE  
SPF -  
EVERYDAY

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LET'S TALK  
SLEEP +  
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INJURE  
THE SKIN?

Let's get one thing straight: you can't out-cream a poor diet. Your skin is the largest organ in your body. Every cell that keeps your skin plump, radiant, and youthful – from fibroblasts to melanocytes – needs the right nutrients to work properly; without them, even the best skincare only scratches the surface. So instead of preaching generic nutrition advice, here are five powerful foods to include daily (or almost daily) that your skin will genuinely thank you for.

## BERRIES

Any of them work. Black, Straw, Blue or Rasp. It doesn't particularly matter. Think of them as little collagen bodyguards. Remember when we discussed stress and pollution oxidising your cells, causing damage. Well - berries are rich in antioxidants that neutralise all that external stress attacking your skin on a daily basis.

How much do I eat? Aim for at least 2-3 handful of berries a day. I like to wash a large bowl in the morning and add a large handful after each meal. They're also great for calorie density (keeping you full whilst being low calorie). If you're on a budget, get frozen berries and defrost them the night before in a big bowl and then just eat from that bowl the following day (trust me when I say it tastes like a delicious cold dessert)

## FATTY FISH

Fatty fish like salmon, mackerel, and sardines are rich in omega-3s, which strengthen your skin's cell membranes—keeping them plump, resilient, and hydrated. In today's diets, omega-6 intake far outweighs omega-3, leading to imbalance and inflammation, so eating fatty fish helps restore that balance and support healthier skin from the inside out.

Aim for at least three servings a week, as the whole food offers more than just omega-3s: it delivers vitamin D, selenium, protein, and skin-supporting antioxidants like astaxanthin. While supplements are a decent backup, whole fish is more nutrient-dense, better absorbed, and backed by research for improving skin hydration, reducing breakouts, and slowing signs of ageing.

## KALE

If you had to choose one leafy green for your skin, make it kale. It's packed with skin-loving nutrients like vitamin C for collagen, lutein for elasticity, vitamin K for dark circles, beta-carotene for cell turnover, and sulforaphane for anti-inflammatory and UV-protective benefits – especially in baby kale. While spinach, watercress, and rocket are solid alternatives, kale stands out for its nutrient density and superior skin-supporting profile.

## COOKED TOMATOES

Cooked tomatoes – Before we get on to SPF in the next section, lets talk about tomatoes.

Tomatoes are full of something called lycopene, a compound that helps defend your skin from sun damage at a cellular level. Sun damage is one of the fastest and easiest ways to age your skin. We need to do all we can to reverse and prevent sun damage. So tomatoes are a must.

Why cooked? That Lycopene thats acting as an internal SPF for you, is found in very low quantities in raw tomatoes. But in cooked (or tomato puree and paste) it's high as the heat from cooking breaks down cell walls, making it more available. So next time you see those raw tomatoes in that salad you ordered. Ask them to stick it on the grill for you.

## WATER

Yes, it's simple and obvious. But it's still missed by a lot of my clients. Hydrated skin cells work harder, bounce better, and age slower.

If your skin looks flat or dry, it's likely not well hydrated. It's very easy to drink water regularly throughout the day and it's also very easy to forget about it. The simplest way I've seen work for people is keeping a large bottle (1L) up with them at all times.

The constant reminder of it being with you will cause you to sip regularly throughout the day (and you only have to refill it up once). So if you know that you're not a great water drinker (and that's more of you than you care to admit to), invest in a bottle and get drinking.

# REVERSE OR ACCELERATE AGEING EVERY MORNING?

Nothing ages skin faster than sunlight. One of the most impactful pictures I've ever seen during my own learning about skin was a picture of a truck driver who drove the same route daily for years.

One side of his face was exposed to the sun, the other side to the shade. Have a look at the picture below and you'll never skip the sun cream again.



The power of UV rays on ageing is not to be underestimated.

Most people are doing 95% of the right things... and then skipping the one step that protects everything else: SPF.

UV rays don't just cause pigmentation and fine lines. They destroy your collagen. Every time you skip sunscreen, your skin has to fight harder to protect itself – and it rarely wins.

Want to look good in 10 years?

The best time to start was a decade ago. The second-best time is now.

Investing in a good SPF will do wonders for your skin. A lot of brands promise extra unnecessary stuff on the label, and then charge you an arm and a leg for it. You don't need any of that stuff.

- Here's the minimum:
- Use a broad-spectrum SPF 30+ every single morning, rain or shine.
  - Reapply if you're outdoors for more than 2 hours – especially in spring and summer.
  - Prefer mineral sunscreens (zinc oxide, titanium dioxide) if you're prone to sensitivity or breakouts. And no – your makeup with SPF 15 doesn't count.



Look for:  
Broad spectrum (against UVA/UVB) creams that protect against Infrared (IR) and high-energy visible light (HEV).

Usually say Tinted or Iron oxide.

Reapply if outside for >2 hours.  
Avoid: Anything below SPF 30.  
SPF 15 in your foundation doesn't count.

What do you actually need for your home skincare routine? Well, firstly forget the 12-step routines and pearlescent jars promising the moon. Most of them are just scented chemicals dressed up in marketing. Your skin doesn't need clutter. It needs strategy.

Here's our advice for a science backed and impactful skincare routine. And what to avoid when you're standing in Boots or scrolling late at night:

**Vitamin C Serum** – Think brightening and defending.

This helps fade dark spots, boost collagen, and defend your skin from pollution.

**Look for: "L-ascorbic acid" (at 10–20%), in dark glass bottles or airless pumps.**

Best formulations: Pair vitamin C with ferulic acid or vitamin E – helps it stay stable and effective.

**Avoid: Products in clear jars.** Vit C deactivates if exposed to light. It actually oxidises and causes damage

SPF 30+ – Your daily, non-negotiable insurance.

**Look for: Broad spectrum** (against UVA/UVB) creams that protect against Infrared (IR) and high-energy visible light (HEV).

Usually say Tinted or Iron oxide.

**Reapply if outside for >2 hours.**

**Avoid:** Anything below SPF 30. SPF 15 in your foundation doesn't count.

PROTECT

AM

PREVENT

BALANCE

Cleanser – Gentle. Non-stripping. If your face feels squeaky clean or tight after washing – it's too harsh. That's your skin barrier screaming for help.

**Look for: "sulfate-free," "non-foaming," or "pH-balanced."**

**Avoid:** Anything that lathers like a shampoo or contains alcohols like SD alcohol or denatured alcohol. They dry you out.

## Retinoid or Tretinoin – Your collagen booster.

This is the single most proven ingredient in skincare to reduce fine lines, improve texture, and fade pigmentation. But it's strong.

**Look for (OTC):** "retinaldehyde" or "encapsulated retinol" (gentler forms). (Remember the delivery methods from the previous chapter

**Best:** Get prescription tretinoin for maximum results – already in its active form and ready to go, no fluff.

Start slow: every 3rd night for 2 weeks, then increase.

**Exfoliator** – important to use a gentle exfoliator to help red of any buildup during the day and also to exfoliate dead skin so that the fresh new cells can come through

**Look for: AHA (Alpha Hydroxy Acids)** Best for dry, dull, or sun-damaged skin.

Glycolic acid, Lactic acid, Mandelic acid  
BHAs (Beta Hydroxy Acids) – Ideal for oily, acne-prone skin

Example: Salicylic acid

If you have never exfoliated, start with 1-2 times a week and build up.

**Avoid:** Products with alcohol,

fragrance,

these can be stripping and drying

and

cause sensitivity

RENEW

PM

REBUILD

REPAIR

**Barrier-repair Hydraters** (not moisturisers) – Think of it as your night-time bandage.

Your skin is working hard to rebuild overnight. It needs hydration and support.

**Look for:** "ceramides," "niacinamide," "panthenol," "squalene" "peptides."

**Avoid:** Fragrance- can cause sensitivity, alcohols- these are drying and make you over reliant on your moisturiser and essential oils, or "dewy glow" gimmick creams with little substance.

## Your Skin Routine, Simplified:

- 🌙 **Night: Exfoliator → Retinoid → Hydrater**
- ☀️ **Morning: Cleanser → Anti-oxidant (Vit C) → SPF**

That's 6 steps total. Not fifteen. Your skin doesn't need more products. It needs better choices.

This is the basis of a good skincare routine and if you choose good quality products it can go a long way in restoring collagen and glow.

When you start retinol you will have a phase where you feel your skin is tight, peeling and perhaps even more pigmented - that's because all the old damaged cells are coming to the surface all at once to be exfoliated away - hang in there, keep going and you will reap the benefits once the new fresh skin starts to come through.

### **Medical Grade Skin Systems**

A quick note on medical grade skincare. If you currently get treatment from a skin clinic or Doctor, you may already be familiar with medical grade and prescription strength skin care.

I won't go into too much detail in this as it really requires an in depth assessment of your current skin, your goals and should only be worked up by a specialist. But so that you know you are on the right track, here are the ones that we advocate for the most in the clinic.

If these look familiar you are likely on the right track:

**Tretinoin (a prescription retinoid):**

Speeds up cell turnover, fades pigmentation, reduces wrinkles — and it actually works.

**Hydroquinone (short term use):**

Gold standard for stubborn pigmentation when used under medical supervision.

**Azelaic acid (15–20%):**

Fades red marks, calms acne, and evens tone — perfect for sensitive skin types.

**Pigment-control blends:**

Like Obagi's Clear FX or ZO's Pigment Control Crème, combining prescription actives in smart ways.

**ZO 5-Step Protocols:**

Designed to restore the skin barrier, reduce inflammation, and stimulate collagen — not just moisturise.

**Obagi Nu-Derm System:**

Especially powerful for hyperpigmentation, melasma, and overall skin reconditioning.

I would not be doing justice to your skin if i didn't mention sleep and stress. I leave them closer to the end because I know how difficult they are to improve.

But don't underestimate the importance of doing everything you can to optimise BOTH of them. Even if you are doing everything right during the day, if your sleep is off – your skin knows it.

While you sleep, your body produces human growth hormone (HGH), which is critical for cell repair and collagen production. It also clears inflammation, restores hydration balance, and supports your skin barrier.

Whilst stress raises cortisol, which breaks down collagen and elastin. It also increases sebum and breakouts and weakens your skin barrier (making it more reactive)

If you're waking up puffy, inflamed, or just looking... flat, sleep and stress may be the culprits.

To make it as simple as possible, I've put together Quick practical tips for both better sleep and better stress control:

<b>Sleep Strategy</b>	<b>Benefit</b>
No caffeine from 10 hours before your sleep time	Reduces sleep latency and improves deep sleep quality
Try not to eat too late	Prevents disrupted sleep from digestion and stabilises overnight blood sugar
Reduce late-night alcohol	Improves REM sleep and reduces overnight awakenings
No screens/blue light for 90 mins before bed	Boosts natural melatonin production and helps you fall asleep faster

<b>Stress Reduction Activity</b>	<b>Benefit</b>
Magnesium glycinate	Supports relaxation and can reduce physical tension or anxiety symptoms
Chamomile tea	Promotes calmness and may enhance sleep onset
Short journaling routine before bed	Helps offload thoughts and regulate emotions before sleep

This sounds strange – but stay with me.

The in clinic skin transformation that sees incredible reverse ageing results involves controlled injury using devices such as lasers, microneedling.

When you safely trigger the body's wound-healing response, you signal it to produce new collagen, elastin, and hyaluronic acid. There are a variety of ways to 'injure' the skin to promote the kind of healing that reverses ageing.

Again as with the medical grade skincare above, they all will need to be done in-clinic by specialists who know what they are doing. So for the sake of this book, I won't go into too much detail.

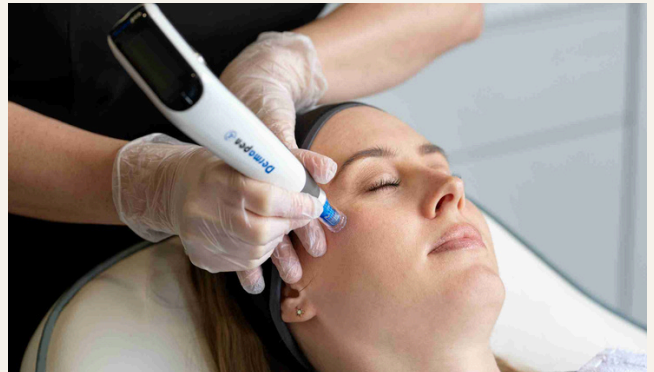
If you get treatments for your skin done somewhere, speak to your specialist about any of the below and whether they offer them.

A good Doctor or clinician should be able to explain in detail how each one works and whether it would be suitable for you. If they look confused, find a new one.

Done right, these treatments don't just change how your skin looks – they change how it functions.

As a quick summary heres what works and why:

**Microneedling + PRP/Exosomes:** Microscopic channels stimulate fibroblasts. PRP (your own blood's growth factors). Growth factors are like your skin's personal army — they rush in to help repair damage, boost collagen and elastin, and strengthen the skin barrier. Exosomes carry growth factors that are normally plant derived.



**Fractional lasers:** Use heat energy to cause injury to the skin, there are different types of lasers and the type used depends on the results and downtime you get, discuss this with the specialist!

**Sofwave (Ultrasound):** Penetrates deeper to the middle layer without damaging the surface, but still targeting collagen. Ideal for tightening and lifting with no visible downtime.



**Biostimulators (like Sculptra or Polynucleotides):** These don't "fill" — they contain ingredients that communicates with your cells to regenerate. Think long-term collagen production.

## Skin Cheat Sheet: At-A-Glance Guide

### 1. Feed Your Skin from the Inside Out

- ✓ Eat berries daily (antioxidants protect collagen)
- ✓ Include fatty fish (omega-3s support skin cell membranes)
- ✓ Load up on leafy greens (preferably Kale) (vitamin C + lutein)
- ✓ Add cooked tomatoes (natural sun protection from lycopene)
- ✓ Drink plenty of water

### 2. UV Protection Every Morning

- ✓ Use broad-spectrum SPF 30+ every morning, tinted
- ✓ Reapply every 2 hours if outdoors
- ✓ Prefer mineral SPF if sensitive (zinc/titanium)

### 3. Minimalist High-Impact Skincare Routine

Night: Exfoliator → Retinoid → Barrier-repair moisturiser

Morning: Cleanser → Vitamin C → SPF 30+

- ✓ Avoid harsh foaming cleansers and 20-step routines

### 4. Manage Sleep + Stress (It Shows on Your Face)

- ✓ Reduce screen time before bed
- ✓ Wind down with magnesium, journaling or tea
- ✓ Daily movement or walks
- ✓ Practice breath-work or meditation

### 5. In-Clinic Treatments (When Ready)

- ✓ Microneedling + PRP for regeneration
- ✓ Fractional lasers for collagen + pigmentation
- ✓ Sofwave for deep tightening (no downtime)
- ✓ Sculptra or Polynucleotides to boost collagen over time

# Let's find your younger self

My aim in writing this was that you firstly understood more about your own skin because only then can you properly understand what you are treating and what will work.

I hope that this can, if nothing else, save you money from buying countless products that won't get you the results you are really looking for.

If you are looking to improve your skin in general, start with optimising your at home routine, with a simple but high quality overhaul of your AM and PM routine outlined earlier.

For those of you that want even better and more drastic results, consult a skin clinic or aesthetic specialist who offers that kind of service and do a proper evaluation of your skin.

If you have any questions about your own skin or anything you read in this book, you are welcome to contact us via any of the routes on the last page

If you want to get a very quick analysis of your own skin, you can book a free virtual consultation with one of our Doctors.

We can give you some general advice, or recommend products to use, (or throw away) or even invite you to the clinic itself for a more comprehensive review.

Whether it's a simple home routine or an in-clinic transformation—we've got you.

You can **click the link** to **book your free consultation**.

Or **scan the QR code**.

Or **call us**.

Whatever works for you.\*

And the next time you catch your reflection, you might just say:

**"Damn. There I am."**

Look forward to speaking to you soon,  
Dr. Yussouf

\*We're not currently accepting carrier pigeons, smoke signals, or messages in bottles—but everything else works just fine.

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