



50 IS THE NEW 30

Written by Jamie Rogers · Photography by Brian Ambs

Have you heard the saying, 40 is the new 30? Well forget about it because we're going to talk about how 50 is the new 30! To be 50 and feel young, vigorous, and full of life, you need to nurture your full self – mind, body, and spirit. One vivacious lady who knows exactly how to be fabulous at 50 is Beatriz Porrás, MD, president and owner of Skin Diagnostics Laser & Rejuvenation.

When you say, 50 is the new 30, what does that mean exactly?

With a beaming smile Dr. Porrás reflects on the question. “When I was little and someone said they were 50, I thought ‘That person is very old,’ but now (after just celebrating her 50th birthday) I see myself and I am very energetic and I feel more like 30 than 50.”

To feel 30 at 50 isn't only a mindset, though a positive mentality is imperative for feeling good and youthful; you must also nurture your health and body. To be your best at 50, it is important to treat your body well while you are younger. It can be easy to ignore the negative ramifications of unhealthy habits in your youth, but imagine how disappointed the 50-year-old you will be when they aren't able to fully enjoy some of the happiest years of their life?

“Some of the most important things I would tell my younger patients are don't get sun exposure, don't smoke, eat healthy and exercise,” Dr. Porrás says. “If people could do that they would feel better, look better, and most importantly, live better.”

It doesn't take only one thing to live fully, happily, and healthy. Like the most tantalizing recipes, it takes a conglomeration of ingredients to produce a delicious dish. In the formula of finding bliss at 50, Dr. Porrás says the first ingredient is to be happy inside by discovering what you are passionate about doing. It could be a career, motherhood, or a calling. Whatever it is that makes you “wake up every morning feeling happy and motivated to begin your day.”

Next we can sprinkle in the effect of genetics. Some people are lucky enough to be blessed with good genes, and others are not. Luckily, our third ingredient of diet and healthy living can have a large impact on our overall well-being. Living well can override bad genes; in turn, living poorly can destruct good genes. You can't choose your genes but you can choose how you treat your body and if you have good genes and live well, then you have it all.

This idea of 50 as the new 30 is twofold. First it is about feeling great and living an active and effervescent life and feeling as good as you did 20 years ago. The second is having all of the maturity,

self-confidence, and knowledge that can only be gained with years of experience.

“At 50 you have developed a lot of wisdom. I started feeling it in my 40s. You feel secure and fulfilled,” Dr. Porrás says. “But then your body starts aching and that is when I wished I had this wisdom when I was in my 20s. This is why I want to pass on my knowledge to others. It is important to educate yourself and understanding that everything you do has consequences. For example, if you drink a lot of alcohol, your liver could suffer. A poor diet might lead

to a medical condition such as diabetes or hypertension. Sun exposure can damage skin and can cause wrinkles, sun spots, and even skin cancer.”

Most of us understand the importance of caring for our skin with sunscreen, which is the base for skin protection. There are a number of products in addition to sunscreen that can help rejuvenate, revitalize, and care for your skin. But not all products are alike and quality skin care products will not only benefit you in the short term, but will nourish and repair your skin so you look fresh and youthful as you age.

Quality products do not have to cost a fortune. It is important to find a skin-care regimen that works for you. Dr. Porrás suggests adapting the philosophy of investing in yourself and make decisions that will help make you feel better. For example, instead of buying that new pair of shoes, procure a great moisturizer. After all, the new pair of shoes will only make so many appearances but your face is with you always.

Regardless of your age, everyone deserves to feel and look their best. Having entered this new season of her own life, Dr. Porrás adamantly suggests, “Embrace 50, smile, and think ‘I have a lot of wisdom, everything I know now is the product of those 50 years of experience.’”

“It is most important to feel happy and spend time with people who fulfill you and make you happy. If you are feeling like there is something you would like to improve about your physical appearance, there are a lot of things that can be done.”



Dr. Porrás at age 6

Medical and scientific innovations have helped to make many cosmetic treatments noninvasive and affordable. For example, fillers and Botox can help you look 10 years younger and laser treatments can eliminate the physical ramifications of sun damage. As we age, our hormones change and it becomes more difficult to lose fat, especially in areas such as the abdomen and waistline.

Dr. Porras carries an innovative device called Liposonix, a high-intensity ultrasound that is noninvasive. The procedure takes only one hour and in two months, you lose one inch off your waist.

It is never too late to change your diet and exercise routine to improve your health. Dr. Porras says, "This is the key for not only looking good but being sane. If I don't go to the gym, I am not myself. Exercising makes me a better person in every way, allowing me to relax and take quiet time for myself. I think it is important to take a few moments in each day to meditate, organize, and prioritize your life."

The time is now to embrace life, love yourself, and the people in your life. Invest in yourself, mind, body, and soul. Make lasting memories that will bring you joy today and guide you into a happier tomorrow. And remember, you are fabulous at every age! ❖

Skin Diagnostics Laser & Rejuvenation is located at 9200 Montgomery Road, Building E, Suite 17 A, Cincinnati, OH 45242. You can reach them at 513.631.0059 or visit their website at www.cincinnatiaskinlaser.com.



Pictured top right: Dr. Porras at age 30.

Pictured right, Dr. Porras age 50 with her dog Lucy.

Pictured below: Dr. Porras with her husband, Dr. Al Ryes and sons Louie and Marco at her 50th birthday party.

