

# Ask Dr. Graf

dermatologist...scientist...skin care

## Expert Offers 10 Tips For Smart Skin Care Shopping

(NAPSA)—Shopping for the right skin care products often involves trial and error.

While few people are lucky enough to have a dermatologist shopping with them, a few tips from Dr. Jeannette Graf can help make you a smarter skin care shopper:



Dr. Graf

**1. It's important to know your skin type and individual concerns.** Many products are geared toward dry, normal, combination, oily or blemished skin. In addition to the five basic skin types, skin care products also target specific skin problems or conditions such as dryness, lines, wrinkles, loss of firmness, dullness, excess oiliness, clogged pores or breakout.

**2. If you are under the care of a dermatologist,** ask your doctor before adding any products that might conflict with your prescription treatments.

**3. Do some research.** If a product looks appealing, check it out online or via a 1-800 number. Reputable companies have Web sites and toll-free numbers offering consumers detailed information about their products.

**4. Choose products that have been scientifically proven to be safe and effective.** Reputable companies invest huge sums in research, product development and clinical trials so that consumers can be assured of high quality and proven results.

**5. Learn more about active ingredients.** A basic knowledge about key actives such as retinol,

alpha-hydroxy acids, vitamins C and E and Total Soy Complex can help you choose a product that will best answer individual needs and concerns.

**6. Keep it simple.** An easy way to remember the basics of a skin care regimen is PREPP:

Prepare—*Cleansing*

Renew—*Products that renew and rejuvenate skin*

Enhance—*Complexion enhancers, like cosmetics*

Protect—*Moisture protection*

Prevent—*Sunscreens and antioxidants.*

**7. Choose a regimen that is compatible with your lifestyle.** Many products are effective but only if you actually have the time to use them.

**8. Consider skin care products that go beyond daily maintenance.** Some skin care regimes can also be used to relieve stress, pamper and relax you.

**9. The more expensive products don't always deliver better results.** There are many affordable mass market products on the market that deliver results while saving you money.

**10. Shelf life and stability.** Products should be stored in cool, dry conditions to maximize stability. Skin care products that break down; change color, consistency or smell; or precipitate should be discontinued.

If you have questions on skin problems, products or cosmetic ingredients, ask Dr. Graf at 1-866-DRJ-GRAF or visit [www.askdrgraf.com](http://www.askdrgraf.com).

*Editor's Note: Jeannette Graf, M.D., F.A.A.D., is a board-certified clinical and research dermatologist specializing in the research of ingredients that inhibit aging. Her love of science led to a research fellowship at the National Institutes of Health (NIH), where her work on peptides resulted in an NIH patent. Recognized as a leading American skin care expert by the cosmetic and pharmaceutical industries, she consults and maintains a private practice in New York.*