

# BABY BASICS

## How To Baby Tender Young Skin

(NAPSA)—An expectant mother longs for the day that she will be able to cuddle her newborn baby and caress her soft, smooth, virtually flawless skin. Then reality sets in and new moms realize that babies don't necessarily have the type of skin that dreams are made of.

In reality, many babies experience a variety of common skin conditions through the first few years of life. Though baby skin care is not typically top-of-mind for new parents, it is an important part of a parent's daily routine. Here's some advice on protecting baby's skin:

- **Infant acne**—A few weeks after birth, some babies may experience a skin condition known as "infant acne." Infant acne, which appears as tiny red bumps on the face, may worry some parents. However, it is usually a harmless condition, notes Dr. Helen Shin, a pediatric dermatologist based in New York City. According to Dr. Shin, "Infant acne is not the same condition experienced by teens and adults. If you keep the baby's skin clean and dry, this harmless condition should go away on its own."

- **Diaper rash**—One of the most common conditions affecting both babies and toddlers, a diaper rash can leave baby's skin tender and irritated.

"It can easily be treated though and shouldn't make new parents nervous," says Dr. Shin. To prevent a diaper rash, change baby's diaper often and apply a thick diaper cream, such as Balmex Diaper Rash Ointment with aloe, Vitamin



**Understanding how to take care of baby's skin is important knowledge every new parent needs to know.**

E and zinc oxide to soothe skin and help heal the rash. If it doesn't improve with these measures, consult a doctor.

- **Bathing**—During the first few weeks of life, an infant's skin can be easily irritated. Newborns should be given a sponge bath with a soft washcloth. As babies get older, they should be bathed in a tub with a gentle baby wash, such as JOHNSON'S SOFTWASH Baby Wash, which combines mild cleansers and hydrating baby lotion to gently clean while leaving skin soft and smooth.

- **Sun Care**—When ample clothing and shade are not available, sunscreen should be applied to exposed areas, such as the face, back of the hands and the tips of ears. Sunscreen will help protect these areas from the sun's harmful rays.

For more information, visit [www.johnsonsbaby.com](http://www.johnsonsbaby.com).