

Replenishing Moisture Best Remedy For Dry Lips

(NAPSA)—Your lips are dry. Naturally, you need to restore the moisture that's lost. So doesn't it make perfect sense to replace moisture—with moisture?

"Absolutely," says Dr. Charles Zugerman, associate professor of clinical dermatology at Northwestern University Medical School in Chicago. "Lips lose moisture faster than any other part of the face. So by adding moisture along with protective ingredients, you can help return lips to a healthy, normal state and help replenish damaged cells."

Surprising News About Moisture In Lip Balms

To remedy dry lips, Zugerman recommends looking for lip care products that contain actual moisture. The surprising news is that most lip care products add moisture to lips only indirectly—by forming a barrier (with ingredients such as petrolatum, for example) to prevent moisture loss. Blistex is the only major lip care manufacturer that offers products with actual moisture-containing formulas: new Pro Relief, a medicated lip balm with an intensive moisturizing formula; Complete Moisture lip balm with SPF 15; and Lip Ointment, a medicated product for helping to heal severe dryness.

Pro Relief has tiny "micro-spheres" packed with glycerine, lecithin and actual moisture. It also offers powerful but subtle relief with advanced analgesic pramoxine HCl. Pro Relief is the only major-brand lip balm to contain pramoxine.

Similar to Pro Relief and unlike ordinary lip balms, Complete Moisture contains moisture itself and uses patented micro-emulsion plus liposome technology to provide a multidimensional approach to lip moisturization. It delivers actual moisture directly to lip surfaces, and its moisturizers are clinically proven to penetrate lips to work beneath their outer layer, provid-



Adding actual moisture to dry or damaged lips can help return them to a healthy, normal state.

ing deep, lasting moisturization.

Lip Ointment contains an Advanced Moisture System to hydrate and soften lip cells and to alleviate cracking and seriously dry lips. The penetrating formula also makes it easy for the product's three anesthetics to provide relief from the pain, itching and discomfort of lip sores and blisters.

Tips for Moisturizing Lips

Following are some basic tips for attaining and maintaining properly moisturized lips.

- Do not lick your lips—evaporating saliva actually depletes lips' natural moisture.
- Drink plenty of water to help your lips retain moisture and keep your entire body hydrated.
- Apply a moisturizing lip balm at night before bed to help stem lip dryness while sleeping.
- Use of a moisturizing lip balm is even more important for older adults, since lips and skin become drier as people age.
- Children and teenagers frequently get dry lips as well, and sun damage to skin begins early in life. So a moisturizing lip balm with sunscreen does double duty. Fruit-flavored moisturizing lip balms (such as Blistex Fruit Smoothies) are particularly popular among children and teens.

To discover what your lips are missing or for additional information about Blistex products and important lip care, visit www.Blistex.com.