

Skin Care for Every Body

Different Skin Types Often Have Different Needs

(NAPSA)—Each person's skin is unique and deserves special attention. Although certain skin types may need a more thorough skincare regimen than others, every type requires proper care and protection to maintain healthy, younger-looking skin.

For example, people think that having darker skin means not having to worry about sun damage. "In fact, due to late detection and misdiagnosis, darker-skinned women have worse cases of melanoma than women with lighter complexions," explains Dr. Susan Taylor, director of the Skin of Color Center of St. Luke's Roosevelt Hospital Center in New York. "Another difference is that these non-Caucasian women have more facial oil, yet less moisture in their body skin. In general though, we all need to pay extra special attention to the products we use on our face and body."

Following is some expert advice on how to meet different full-body skincare needs:

- African-American body skin tends to be dry and ashy. Begin treating skin in the shower using a gentle, moisturizing body wash. Olay Complete Moisturizing Body Wash for Dry Skin contains petrolatum and other moisturizers that help seal moisture into the skin.

- Caucasian skin may be more sensitive to irritation by cosmetics and moisturizers. Using a fragrance-free daily UV moisturizer such as Olay Complete UV Protective Moisturizer, minimizes the chances of an adverse skin reaction and protects fair skin from sun damage.

- Hispanic skin can be susceptible to uneven pigmentation. To make sure that the skin glows,



The color of your skin often makes a difference in choosing a skincare regimen.

use an anti-aging moisturizer such as Olay Total Effects Body Visible Anti-aging Moisturizing Treatment. This unique moisturizer is designed to help even out skin tone and reduce the appearance of pigmentation and age spots all over the body.

- Asian skin often needs an oil-free moisturizer for the face to minimize shine throughout the day. Olay Oil Free Active Hydrating Fluid absorbs quickly into the skin, and offers essential moisture without any greasy residue.

For more information on Olay skincare products, visit www.olay.com.