

## Enjoy The Colder Months Without Dry Skin

(NAPSA)—The colder months are notorious for inflicting dry, irritated, flaky skin. Fortunately, a few tips from skin care experts can make it easier to keep skin glowing and healthy, whatever the weather does.

The combination of lower temperatures and reduced humidity associated with the colder months naturally draws moisture from the skin, making it feel flaky, scaly and even irritated and itchy. According to experts, the key to keeping itching and scratching at bay is protecting your skin with the right moisturizer. Here are a few more tips:

- **Keep skin hydrated.** Probably the most important thing you can do to prevent and treat dry, itchy skin is to moisturize every day. Look for creams formulated with glycerin—a key moisturizing agent—and oatmeal to soothe the itch. Eucerin Calming Creme contains both ingredients and it's a moisturizer that's specifically made for the daily maintenance of persistently dry, itch-prone skin. It is even safe for very sensitive skin and for use on children.

- **Limit exposure to water.** Believe it or not, water can be very drying to the skin. Keep your showers short, and use lukewarm water, rather than taking long soaks in a hot bath or shower.

After stepping out of the shower, pat your skin almost dry with a towel. Immediately after toweling off or even washing your hands, lock in moisture by applying lotion or cream while your skin is still damp.

- **Wear soft, baggy clothing.** Dress in breathable fabrics such as cotton and avoid clothing made



**If you have persistently dry, itchy skin during the colder months, choose a moisturizer that contains glycerin and oatmeal.**

of wool or heavy material that can be uncomfortable, especially for excessively dry skin. Tighter clothes are more abrasive and trap in perspiration, which softens the outer layer of skin, breaks down its protective barrier and worsens dry skin.

- **Use a humidifier.** Don't assume that staying out of the cold will solve your winter skin woes. Even staying indoors won't keep your skin moisturized.

A heated room has only about 15 percent relative humidity, leaving your skin feeling dry and tight. This can be avoided by adding humidity to your surroundings with a humidifier or placing pans of water near radiators.

Even though winter causes dry skin, taking precautions and following the doctor's orders can help to keep severely dry, itchy skin under control.

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