

Healthy Skincare Habits Start Early

(NAPSA)—With all of the excitement (and exhaustion) during those last few months, the last thing an expectant mother needs to think about is unhealthy skin during her pregnancy. But the fact is women lose nutrients essential to healthy skin during pregnancy, which can contribute to lost elasticity, stretch marks and dryness. So how do you pamper yourself safely during pregnancy?

Gentle even on sensitive skin, Avent® Future Mother Skincare relieves, relaxes and refreshes tired moms. Made with plant and marine extracts, natural oils and vitamins, Avent Future Mother products are fresh, natural and completely safe to use.

“During pregnancy, many women report altered or increased sensitivity to smells due to vast hormonal changes,” said Dr. Nancy Durand, MD, FRCS. “The Avent Future Mother line has a mild and natural fragrance expectant mothers will appreciate.”

Pamper yourself...

Relaxing Bath & Shower

Essence: This gel softens and energizes skin (sugg. retail price, \$10).

Indulgent Body Cream:

Maintains elasticity of the body, and helps minimize the risk of stretch marks, by soothing and moisturizing the skin (\$12).

Moisturizing Light Oil: Deep skin conditioning in a spa treatment (\$12).

Leg & Foot Reviver: Helps to reduce swelling, soothe and moisturize tired legs and feet (\$10).

Skincare protects Baby's skin from dryness, sun, pollution and rashes. A newborn's delicate skin requires Mom's gentle touch and skincare products she can trust. The new Avent® Babycare range of bath and body products is specially formulated from flower, plant and milk extracts to moisturize, soothe and protect your baby's skin naturally and gently. Avent Babycare products are hypoallergenic and

Habits for Healthy Skin

Dr. Durand says:

- ☐ Avoid too much sun exposure. When outdoors, be sure to apply a sunscreen with an SPF of 30.
- ☐ Mom and Baby should both wear hats in direct sun for added protection.
- ☐ Apply skincare products with hands or with 100% cotton balls and swabs to prevent tugging at delicate skin.
- ☐ Use natural, hypoallergenic products during pregnancy and on your newborn.



dermatologist approved.

“Infants often experience cradle cap and other rashes caused by irritants in detergents, mild and temporary food allergies and blocked pores,” said Dr. Durand. “Avent's Babycare is the only skincare line designed specifically to address the special skincare needs of infants.”

Baby skincare head to toe...

Baby Body & Hair Wash:

Clinically proven tear-free, with low lather to mildly cleanse without drying the skin (sugg. retail price \$8).

Baby Liquid Powder:

Leaves Baby's skin silky smooth after bathing. A gentle lotion that transforms into a light powder to absorb dampness (\$10).

Baby Massage Gel: Calming lavender oil moisturizes and soothes Baby before a nap or at bedtime (\$10).

Baby Cleanser & Moisturizer:

A pH balanced formula designed to cleanse and protect Baby's skin between baths (\$8).

Baby Bottom Balm: A soothing diaper cream that protects and helps calm irritated skin. (\$8).

You can find Avent products at Babies'R'Us and Target stores nationwide. For additional information, call 1-800-54-AVENT (800-542-8368) or log onto www.aventamerica.com.