

Face Facts

How To Get The Red Out

(NAPSA)—There could be good news for the over 16 million women in the United States who live with facial redness. An embarrassing and fairly common skin problem, facial redness often appears on the nose, cheeks and chin and can take various forms—from a slight flush to more noticeable red blotches on the face.

Dermatologist Patti Farris advises her patients to understand exactly what triggers their facial redness and take steps to avoid those factors. “Facial redness triggers can vary from person to person, but most often result from sun exposure, weather conditions, stress, or reactions to certain foods or drinks.”

Dermatologists also suggest:

- Visit a dermatologist. Persistent facial redness can mean a serious medical condition such as rosacea. A dermatologist can help you understand how to have healthier, more even-toned skin.

- Document and avoid skin triggers. Keep a diary of daily activities and note when your skin flares up or becomes red.

- Use the right skin care products. From cleansing to moisturizing to sun protection, following an appropriate skin care regimen is essential in preventing irritation and skin redness. Look for products specifically formulated for sensitive or visibly red skin. One dermatologist-trusted brand, Eucerin, has recently introduced a Redness Relief Regimen Kit. The



Dermatologists often advise women with facial redness to use green-tinted neutralizer creams and makeup.

four-product, trial-sized kit was created to provide immediate redness relief while improving the condition of visibly red skin in four weeks.

This regimen is clinically proven to be fully compatible with popular prescriptions that have a benefit on rosacea—great news for the millions of people looking for additional, safe options for treating their facial redness.

- Cover up. Apply a daily sunscreen and always grab a hat and sunglasses as well before heading outside.

- Don't let your skin affect your self-esteem. Dermatologists suggest green neutralizers such as those in the kit for an even-toned complexion throughout the day.

For more information, visit www.Eucerin.com.