

# Healthcare Q & A

## Medicated Lip Care. Just The Prescription For Severely Dry Lips

(NAPSA)—Keeping your lips moisturized is the best way to head off chapped or irritated lips caused by wind, cold, sun and even indoor heating and airborne pollutants.

But what if you slack off from your daily regimen or forget to pack your lip balm and end up with seriously chapped or dry lips? Now, you're past prevention, and it's time to focus on getting instant relief.

Dr. Charles Zugerman, associate professor of clinical dermatology at Northwestern University Medical School in Chicago, recommends using a medicated lip balm with an analgesic to relieve the pain and itching that can accompany excessively dry lips. If lips don't feel irritated, people are less likely to lick or rub their lips or generally interfere with the natural healing process.

Zugerman offers the following Q&A about medicated lip care products:

### **Q: What makes a lip care product medicated?**

**A:** A lip care product labeled "medicated" typically contains one or more penetrating analgesics (pain-relieving medicines) that help ease discomfort from dry, chapped lips. One of the most powerful medicated lip care products is Blistex Lip Ointment, which contains three different analgesics to provide relief from the pain, itching and discomfort of lip sores and blisters.

### **Q: Are all medicated lip care products the same?**

**A:** No. The unique combination of pain relieving medicines plus moisturizing ingredients in each product creates different types of sensations (or feelings) on lips. In addition, not all medicated products contain the same analgesic ingredients:

- Blistex Pro Relief, for example, is the only major brand lip care item to contain pramoxine HCl, a powerful but subtle anal-



### **Medicated lip care products relieve severely chapped or dry lips, and help the healing process.**

gesic that relieves dry lip symptoms without the noticeable numbing or tingling typically associated with medicated products.

- The pain relieving medicine in Lip Medex delivers a noticeable and immediate cooling action to provide fast relief from the hot, itching sensations that accompany sore lips.

### **Q: How do medicated lip care products help heal dry or chapped lips?**

**A:** Analgesic ingredients relieve the pain and itching that can accompany excessively dry lips. Treating the discomfort also reduces one's urge to lick, rub or disturb lips, which in turn helps the healing process. Most medicated lip care products also contain moisture properties that hydrate and soften lip cells to alleviate further damage.

### **Q: When should someone use a medicated lip care product?**

**A:** Use of a medicated product is recommended when pain or itching is uncomfortable and/or prohibits the healing of chapped lips. A medicated product also is ideal for helping to treat cold sores.

To Discover What Your Lips Are Missing or for additional information about important lip care, visit <http://www.Blistex.com>.