

Skin Care 101

Preventing Cold Weather Damage To Skin And Lips

(NAPSA)—Blustery cold causes our noses to turn red, our breath to freeze and, if we're not careful, our bodies to turn into parched landscapes of dry, chapped skin.

Aside from the sun, nothing wreaks more havoc on the skin than a change in the weather, according to Dr. Charles Zuger- man, associate professor of clinical dermatology at Northwestern Uni- versity Medical School in Chicago.

"Cold, dry air and bitter winds can deplete the skin's natural moisture and cause a variety of uncomfortable, chronic dry skin conditions," says Zuger- man, who offers the following advice for relieving the most common cold weather skincare woes:

- **Heal cracked and peeling lips.** Lips are particularly sensi- tive to the cold, dry temperatures of fall and winter. To prevent mois- ture loss, forego the temptation to lick your lips when they're feeling dry. Instead, apply a generous layer of a moisturizing lip balm, such as Blistex Complete Moisture with SPF 15, onto your lips.

- **Don't forget the sun.** Re- flected sunlight from snow, or even sunlight coming through a car or office window, can burn the skin and increase the risks of developing skin cancer. And, remember that gray winter clouds don't filter the sun's UVB rays that can cause burning. That's why it's crucial to continue using moisturizing skin and lip care products with an SPF 15 or higher throughout the winter months.

- **Moisturize morning, noon and night.** For maximum skin protection, apply a vitamin- enriched moisturizer in the morn- ing right after a shower or bath, which allows the moisturizer to be sealed into the skin as it dries. It's also a good idea to reapply mois- turizing products after lunch and any time your skin feels tight and dry. Applying moisturizer at bed-



If not protected, skin and lips are susceptible to damage from cold weather.

time helps seal in moisture. A three-times-a-day regimen is even more important for your lips, the most exposed and unprotected part of your body. Apply a protec- tive lip balm, such as Blistex Lip Balm with SPF 15, upon waking, at night and throughout the day.

- **Soothe chapped hands.** Hands can easily become dehy- drated and chapped in the win- ter—even cracked to the point of bleeding. To heal severely chapped skin, especially around the knuck- les, massage a thick hand cream or petroleum jelly over hands. It's also a good idea to apply a mois- turizing lotion to hands after every washing.

- **Avoid gray elbows and knees.** Rubbing or friction on the skin from wool, knits and other warm winter fabrics can cause elbows and knees to become thick, scaly and rough. To remove dead, gray skin, use an alpha hydroxy lotion or product to exfoliate and moisturize these problem areas. Wear soft, cotton clothing under- neath heavier garments and avoid resting elbows on tables or countertops.

To discover what your lips are missing, or for additional informa- tion about Blistex products and important lip care, visit the Web site at www.Blistex.com.