

Skin Sense facts from the experts

Protect The Skin You're In

(NAPSA)—Each day, our precious skin wages battles against harmful forces, from the sun and age to blemishes. Helping your skin win the fight is easier than you think. Giving your skin the daily attention and care it needs will help keep your largest (and most visible) organ healthy and glowing.

The cornerstone of any skin care regimen is using the right moisturizer, especially an extra emollient formula containing the highly potent ingredient shea butter. Use this skin-loving ingredient to counter the effects of environmental elements, while quickly reducing the appearance of unsightly skin blemishes, banishing dryness and improving skin's elasticity.

Shea butter, the key ingredient in Palmer's Shea Butter Formula skin care product line, provides an added punch when combined with a variety of natural healing ingredients, including vitamin E and vegetable fats. These intense formulations go head to head with pesky skin woes, leaving behind hydrated, healthy skin.

Palmer's, the "butter" experts, recommends following these tips to achieve soft, touchable skin:

- Tap into the fountain of youth—Nourish your skin from the inside out by drinking plenty of water every day. Eight glasses a day is recommended to keep skin supple and moisturized.
- Shower your skin with mois-



There are smart ways to help revitalize skin and heal scars, rashes, discoloration and redness.

ture—Apply your moisturizer directly following showers and baths, as this is the optimal application time for retaining the maximum amount of moisture. Use a therapeutic formulation such as Palmer's Shea Butter Formula Lotion, ideal for healing desert-dry patches and leaving behind a long-lasting glow.

- Take your vitamins—Vitamins A, B, C, E and K all help improve skin's health. Whether you are ensuring these nutrients are in the food you consume or taking a potent multivitamin on a daily basis, these nutrients play a huge role in radiant skin.

Learn More

You can find more information about skin care online at www.etbrowne.com or by writing to the E.T. Browne Drug Co., Inc., P.O. Box 1613, Englewood Cliffs, N.J. 07632.