

Skin Facts

Protecting Skin From Cold Weather Naturally

(NAPSA)—If you want your skin to look its best, it may be particularly important to change your skincare regimen as the weather changes. Dermatologists say skin becomes more sensitive, dry and irritated during colder seasons, leaving it prone to redness and overall facial irritation.

But sensitive skin needs even more attention during the cold winter months. Dermatologist and author Dr. Susan Taylor says people should be sure to use a gentle cleanser on their faces and that skin needs to be moisturized every day, especially during cold weather. She recommends using products made with natural ingredients such as Feverfew—an antioxidant and anti-inflammatory derived from the chamomile plant—to provide extra care for sensitive skin.

Feverfew, when taken orally, has long been used to treat stress-related symptoms such as migraines and stomach-aches, but Dr. Taylor says it can also be used to help soothe irritated skin and reduce facial redness when it is processed to retain strength and purity and incorporated into topical skin care products. It can be found in a new product line from AVEENO® called Ultra-Calming. The line includes a Foaming Cleanser, Daily Moisturizer with SPF 15 and Moisturizing Cream. The Ultra-Calming Moisturizers



A good skin care regimen may be even more important during colder seasons.

are clinically proven to visibly reduce facial redness and irritation in as little as one week.

People can also protect skin from cold-weather damage by keeping their homes humid. “I tell my patients to put a humidifier in the room while they sleep. If you don’t have a humidifier, something as simple as putting plants around the room can make a big difference because they put more moisture in the air,” says Dr. Taylor.

As a final tip, Dr. Taylor recommends limiting long, hot showers and always using lukewarm water to wash your face. While it may help warm you up, hot water can actually dry skin and deplete it of its natural moisture.

For more information, visit www.aveeno.com.