

# The Truth About Sensitive Skin

(NAPSA)—If you are born with sensitive skin, is there really no way to change it? This is a common old wives' tale told and passed down through generations of mothers to daughters. Now it's time that the truth is told.

Dr. Linda Stein Gold, Division Head and Director of Dermatopharmacology at Henry Ford Hospital in Michigan, explains, "Sensitive skin is usually equated with stinging, burning, itching or redness in response to cosmetics or toiletries." Studies have shown that although approximately 50 percent of women think they have sensitive skin, only 14 percent of people truly have diagnosed sensitive skin. Many times, sensitive skin is confused with dry skin, an allergic reaction, and other common skin conditions. Therefore, many sensitive skin symptoms can often be easily treated.

Because genetic makeup isn't the primary explanation for sensitive skin symptoms, it is important to realize that many environmental elements can also make skin seem sensitive. Sun, harsh chemicals, and extreme temperature changes are often catalysts in making skin seem sensitive. In order to protect skin from these irritating factors, Dr. Stein Gold recommends following a daily skin care routine that is customized to their skin type. Dr. Stein Gold states, "One of the biggest mistakes women make when dealing with symptomatic sensitive skin is to abandon a skincare regime for fear of irritating the epidermis further."

Here are some easy ways to implement a daily lifestyle routine to help alleviate symptoms of sensitive skin.

- Use products with gentle ingredients. Stay away from harsh detergents and perfumes to avoid adverse



reactions. It is important to follow a daily skincare regime to help keep skin at its optimal state. When washing your face, try an affordable cleanser designed for sensitive skin like Olay Gentle Foaming Face Wash. This cleanser contains aloe, a known soothing agent, and gently removes dirt and makeup effectively.

- Drink plenty of water. This will keep skin hydrated throughout the year.

- Be mindful of the sun's rays. Always properly prepare skin before heading outdoors. Applying a moisturizer with SPF 15, like Olay Complete All Day UV Defense for sensitive skin, will moisturize skin and help protect it from harmful UVA/UVB rays. To take an added step of precaution, wear a wide-brimmed hat during prolonged exposure.

- Combat dry skin. Because dry skin is often confused with sensitive skin, it can be quietly soothed by increasing the skin's moisture barrier making skin less sensitive. An example of a product designed specifically for this need is Olay Sensitive Moisture Therapy. This formulation provides skin with immediate moisturization, relieving dry skin to make it less sensitive.