

Health & Beauty

Skin Care During The Colder Months

(NAPSA)—During the colder months, you may no longer remember to apply SPF every day. But did you know a few minutes of incidental sun exposure over time can add up to skin damage?

“Incidental sun exposure occurs daily over many years when you may not think about wearing sun protection,” says dermatologist Diane Berson. “Examples of these times are sitting in your car, taking your dog for a walk and running across the street to grab lunch. Over time, this gradual unprotected exposure to ultraviolet light can lead to premature aging of the skin, including wrinkles, brown spots, roughness and blotchiness. To keep your complexion looking young and healthy, wear broad-spectrum sun protection daily.”

If you're already noticing dark spots and fine lines there are still steps you can take to repair the look of your skin as the weather turns colder.

1. To prevent any additional skin damage, consider a product that contains Helioplex, which is designed to provide long-lasting and photostable UVA/UVB protection.

2. To fade the look of existing dark spots, look for products with-



Sun exposure can add up over the years, so it's best to incorporate sun protection every day, even during colder months.

Stabilized Vitamin C, which will help to even skin tone. Neutrogena Tone Correcting Moisture SPF 30 from Ageless Intensives does double duty to protect skin and fade dark spots with both Helioplex and Stabilized Vitamin C.

3. Dry winter air can make fine lines and wrinkles look even more apparent. For a quick fix, plump up skin with moisture to diminish the appearance of lines and wrinkles. Neutrogena Deep Wrinkle Anti-Wrinkle Moisture SPF 20

from Ageless Intensives will not only provide a quick fix with hyaluronic acid, to plump up skin, but it will also smooth the look of wrinkles over time with the help of Retinol SA. An active form of Vitamin A, Retinol has long been praised by dermatologists as an anti-aging gem. Retinol SA is a stabilized version of Retinol that will not break down when exposed to light.

4. Exfoliate. Exfoliation is one of the most effective ways to refresh cells on the surface of the skin, leaving skin looking smoother and more even toned.

Incorporated into a regular skin care regimen, exfoliation can help improve the appearance of fine lines, wrinkles and age spots.

To add exfoliation in an existing regimen, try the battery-powered Neutrogena Healthy Skin Rejuvenator device every three days. Using the device while also using a product containing Retinol SA has been shown to be 50% more effective at improving deep wrinkles in two weeks' time than using the device alone.

You can find more skin care advice and information online at www.neutrogena.com.