

Skin Care News & Notes

Skin Care Made Simple

(NAPSA)—According to NPD Beauty Trends, there were over 300 skin care launches on department store counters in 2003 alone. Consumers clearly have options, but with so many products, so many ingredients and so many choices, it can be hard to zero in quickly on what works for you. If choosing the right skin care products is confusing, there's good news ahead.

In an attempt to cut through the clutter, companies are now making products that are easy to understand and use. The beauty of skin care's latest trend lies in its simplicity.

Dr. Doris Day, a New York City-based dermatologist, is the consulting doctor for Good Skin, a new line of skin care that helps consumers to easily determine their particular skin condition. The brand is divided into two categories: Basic Care and Specialized Care, and all of the packaging is color-coded by specific skin type in order to make choosing the right products simple.

As a self-proclaimed working "soccer mom," Dr. Day's philosophy is that women should get good quality skin care without having to sacrifice hours of their already hectic days. "The Good Skin line gives consumers fast and easy access to a wide range of products," says Day. "The easy-to-follow color-coding system on the packaging allows them to quickly see which items are best for their specific skin type and skin care needs."

Additionally, Dr. Day explains that most women are simply not using products that are right for their skin type. Here she shares some straightforward but helpful



Dr. Doris Day, New York City-based practicing dermatologist and skin care consultant.

tips to help women stick to the basics when it comes to skin care:

- **Dry Skin**—look for products that have skin soothers such as aloe or chamomile.
- **Oily Skin**—look for products with oil controllers such as brown algae extract or citrus seed extract.
- **Acne-Prone Skin**—look for products with an exfoliator/anti-acne agent such as salicylic acid.
- **Dull or Aging Skin**—look for products with natural collagen boosters and antioxidants such as vitamin E.
- **Red/Irritated Skin**—look for products with anti-irritants such as sucrose or sea whip extract and avoid those with harsh detergents.
- **All Skin Types**—look for products with UVA and UVB protection such as avobenzone and octinoxate.

The Good Skin brand launched in October 2004 at select Kohl's department stores nationwide. For more information, visit www.goodskindermcare.com or www.kohls.com.