

TIPS ON LIPS

Experts Take Notice Of New Beauty Product

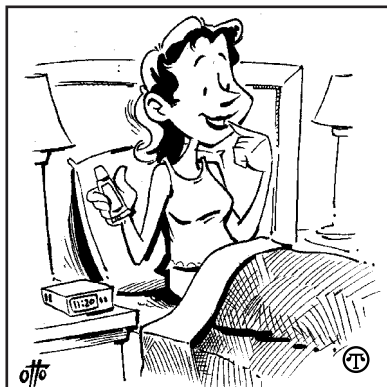
(NAPSA)—Do skin care tips really work, or are they just lip service? When it comes to the lips, an expert says that a nightly treatment regimen pays dividends with healthy-looking lips.

A new national survey conducted by Harris Interactive/Yankelovich Partners has revealed that while more than 84 percent of women have a nighttime beauty ritual, only 23 percent take special measures to care for their lips before going to bed. Many women, however, are not aware of new treatments for the lips.

"The skin on your lips is very different from the skin on the rest of your face," says Dr. Susan Taylor of the Society Hill Dermatology in Philadelphia, and Director of the Skin of Color Skin Center at St. Luke's Roosevelt Hospital in New York City. "The lips have very few oil glands compared to the rest of the body. This means that the lips are very vulnerable to chapping and developing fine lines around the edges which can cause lipstick to bleed and feather into the lips."

A product designed to help replenish and rehydrate lips while sleeping may be a solution for many women. ChapStick® Overnight Lip Treatment is specially formulated with eight different moisturizers such as Vitamin E and Aloe, and has been shown in a clinical study to be long-lasting and effective. Smoothed over the lips before bedtime, ChapStick® Overnight Lip Treatment works gently through the night to reduce the appearance of fine lines and wrinkles. Those who have used it say they wake up to lips that look smoother and softer.

Dr. Taylor recommends that women develop a preventative approach to caring for their skin



and lips. "Developing and maintaining a healthy complexion through proper cleansing, toning and moisturizing can lead to a more radiant and youthful appearance of the lips and face. Maintaining the lips is equally important as caring for the face. Women should get in the habit of caring for their lips as part of their nightly beauty routine," she says.

Some other key findings from the national survey include:

- Two-thirds (61 percent) of the women said they prefer facial treatments that work overnight and are easy to use.

- Almost half (43 percent) of women said they prefer to use treatments that are specially designed for specific parts of their face, yet about as many (44 percent) were not aware of lip-specific overnight products.

- Almost all of the women surveyed did not realize how important it is to take care of their lips. Very few (three percent) said that lip moisturizing is the most important part of their beauty routine, making the lips one of the most neglected parts of the face, second only to the neck.

For more information about ChapStick® Overnight Lip Treatment and other ChapStick® products, log on to www.chapstick.com.