

Skin Sense

facts from the experts

Soothing Dry Skin May Be Easier Than You Think

(NAPSA)—Bundling up may help ward off the cold, but it doesn't protect against the havoc winter plays on skin.

There may not be much you can do about the forecast, but there is plenty of weatherproofing you can do for faces and bodies to help keep them soft and moisturized.

To prevent and treat winter skin, experts suggest the following:

- Wear gloves inside and outside. Dish detergents, cleaning products and winter weather can be harsh on hands and rough on softness.

- Limit the length of showers and baths and lower the water temperature. Long hot baths and showers take the chill off, but they can make dry, itchy skin problems worse.

- Use a soap-free, hypoallergenic facial cleansing bar and body wash. Skin care products that gently cleanse while moisturizing, won't strip skin of its own natural protection, and help to put back what winter takes away.

- Apply moisturizing lotions right after a shower or bath. Using body moisturizer right after bathing, when your skin is still damp, maximizes the moisturizing effect.

- Use a daily lotion that offers 24-hour moisturization. Products that have been proven to be effective around-the-clock provide maximum protection and moisturization.

- Look for products that contain colloidal oatmeal. Colloidal oatmeal has been shown to bring relief to dry, itchy, irritated skin—naturally.

- Buff away dry, flaky skin and rough patches. Giving your skin a



Following a few skincare tips may help fend off the effects of winter.

hearty scrubbing with your favorite loofah, scrub mitt or exfoliating product can help bring not-so-smooth skin back to being silky.

- Try to drink at least eight glasses of water a day. Winter winds and overheated rooms can make you and your skin thirsty. Drinking plenty of water keeps you hydrated and helps to moisturize your skin from the inside out.

Fortunately, there are products available that can help you solve the problems of winter skin. For instance, AVEENO® Daily Moisturizing Lotion, Skin Relief Lotion and Skin Relief Body Wash are moisturizing formulas which contain natural colloidal oatmeal to help soothe, moisturize and protect skin. The AVEENO® brand has been recommended by dermatologists and trusted by consumers for over 50 years.

So, a winter survival program for your skin can be a breeze. Just follow expert advice: button up, drink lots of water, bathe and moisturize with the right products. The temperature may start rising before you know it.