

Skin Sense

facts from the experts

Soothing Skin All Summer Long

(NAPSA)—Warm sunshine. Gentle breezes. A good book to read. Itchy skin? All of these can be a part of your summer, but odds are, itchy skin is something you could live without.

Learning more about the causes of itchy skin—and how to care for it—can make it much easier to savor warm-weather pleasures.

Many summer activities can cause skin to react, resulting in itchy, red, dry and irritated blotches. For example:

- Sun exposure can lead to sunburn and prickly heat.
- Swimming causes a 20 percent reduction in skin hydration, a 75 percent reduction in skin sebum and a 24 percent increase in pH levels, which can cause skin to feel dry and itchy.
- Bug bites from mosquitoes, gnats and flies can irritate skin, leading to an itch-and-scratch cycle.
- Air-conditioning can deplete the skin's natural moisture balance, leaving it feeling dry and uncomfortable.
- Gardening is very enjoyable and relaxing but it can be hard on hands. Gardeners often end up with hands that are callused, dry and cracked.

Dermatologists recommend the following tips to help skin stay comfortable all summer long:

- Limit sun exposure during the hours when the sun's rays are the strongest, 10 a.m. to 4 p.m. Seek shade whenever possible and wear a wide-brimmed hat, sunglasses and protective clothing.

Always wear a lotion with a



Summertime and the living is easy—if you know what to do to prevent and treat the itchy skin associated with sun, swimming, bugs and air-conditioning.

sun protection factor (SPF) of at least 15. If you do get sunburned, soothe and comfort your skin with a calming, moisturizing lotion, such as Eucerin Calming Creme.

- Stay hydrated. Pay attention to your fluid intake in summertime. In warm weather, you sweat more, and if you're active, you'll sweat even more.

So it's important that you hydrate with fluids such as water, sports drinks or natural juices.

- Moisturize your skin. Skin needs moisture in the summertime as much as it does in the wintertime. Choose a moisturizer that is nongreasy and dermatologist tested.

Look for products with ingredients that soothe and hydrate skin, such as oatmeal, glycerin and menthol, found in Eucerin Calming Itch-Relief Treatment, which provides immediate itch relief from irritated skin.

For more information, visit www.eucerinUS.com.