

The Science Behind Beautiful Skin

(NAPSA)—New breakthroughs in skin care ingredients and technologies have truly made a science out of beauty. But with the number of new science-based products out there, how can you know which one will work best for you?

Experts say the key is to raise your product IQ. That means staying informed about ingredients and being ready to read labels and packaging with an educated eye.

Fortunately, getting smart about beauty doesn't need to be difficult. A number of Web sites and other resources are available to help women understand their skin care needs, and a new book provides expert advice on choosing products that might work best for your particular skin type or situation.

Called "The New Science of Perfect Skin," the book gives readers an insider's look at the cosmetics industry, as told by a scientist who has developed and tested ingredients and skin care technology for prestige beauty brands for over 20 years.

Daniel B. Yarosh, Ph.D., is widely recognized as a pioneer in the science of DNA repair of the skin and the founder of biotechnology company AGI Dermatics. The book provides Dr. Yarosh's assessment of every type of beauty treatment and tells readers which ingredients to look for, what's new in each category and what to expect on the market in the near future. It also features some basic product and skin care facts, including:

- It takes about six to eight weeks to see results from a product.
- The term "clinically proven" on labels only means that the product was tested on people.



Save Face—A new book gives the skinny on beauty products.

• Exfoliation helps to tackle the effects of photoaging, but it also strips away some of the skin's valuable antioxidants and vitamins. After exfoliating, make sure to apply an antioxidant cream to replenish the skin's supply.

• To get SPF protection that matches what is on the bottle, you need a full tablespoon of sunscreen for your face alone, which is about twice the amount that most people use.

• It's not too late to protect skin. People continue to get significant sun damage even after the age of 40, so starting a serious sun protection regimen now can have lasting skin health benefits.

For more information, visit www.scienceofperfectskin.com.