

# *Your Skin* facts from the experts

## **The Wet Skin Way To Lock In Up To Ten Times More Moisture**

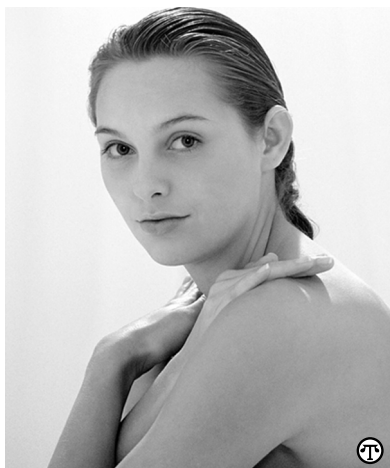
(NAPSA)—It's not just a coincidence that your skin becomes drier and itchier as the days grow colder. As the temperatures drop outdoors and heat makes the air drier inside, skin may suffer.

Low humidity levels and the warm baths that are so comforting in colder weather can also cause dry skin, says the American Academy of Dermatology (AAD). Dry skin can be itchy and uncomfortable and can even crack.

Here are a few tips to help baby your skin:

- Take warm, not hot, showers.
- Take fewer and shorter showers during the colder months.
- When you wash your hands, slather on hand cream right away.
- Wear rubber gloves when washing dishes.
- Always wear gloves when you're outside.
- For the ultimate, effective moisturization, use baby oil after a bath or shower when skin is wet. The most trusted brand, Johnson's Baby Oil, works in two ways: It helps prevent moisture loss and maintain skin hydration by sealing in skin's natural moisture, and when used on wet skin, it works to trap added moisture that is needed to restore skin-hydration levels without a greasy after-feel. When applied to wet skin, baby oil forms a silky barrier that locks in up to 10 times more moisture than ordinary lotions can on dry skin.

Here's what you should look for when choosing a baby oil:



**Baby oil applied to wet skin can lock in up to 10 times more moisture than ordinary lotions can on dry skin.**

- Choose a baby oil that is clinically proven to be gentle and mild and is both allergy- and dermatologist-tested.

- Consider baby oil with added ingredients such as aloe vera, known for its skin-soothing qualities, and vitamin E, a natural skin conditioner, or lavender and chamomile, which are both known for their calming and relaxing properties.

- Consider gel or creamy lotion. Johnson's offers baby oil gels with lavender, aloe vera and vitamin E or chamomile and multivitamins, plus a creamy baby oil that spreads like a lotion. Johnson's Baby Oil is available in food, drug and mass-market chain stores.