

The Winter Itch

(NAPSA)—Here's an idea you may warm up to: You don't have to let cold weather wreak havoc to your skin. The cold can make skin feel dry and irritated and leave it vulnerable to "the winter itch." According to WebMD, cold dry air has less inherent humidity. Combine this with indoor heating and your skin's moisture is effectively stripped away, leaving it vulnerable to flaking, scaling, even cracking. Your skin may look dull and feel rough and you may develop an uncomfortable itch.

The good news is that you can take action to minimize winter itch. Here are some tips to help keep skin as healthy and comfortable as possible during the cold season:

- **Adopt a "winter weather" skin care regimen:** According to the American Academy of Dermatology, when the relative humidity drops below 60 percent, your skin begins to lose its moisture, causing you to feel the dryness and itching that irritates so many during the winter months. Switching to a milder, lotion-based cleanser for face and body can be the first step in alleviating these symptoms.

- **Moisturize your skin properly:** Rebekah George, beauty editor of Prevention magazine, explains that winter skin often needs the extra care that a specially formulated cream can provide. A cream that relieves itch and won't wash or rub off, such as Cortaid® 12 Hour Anti-Itch Cream, can calm the uncomfortable effects of winter itch. With 12



While cold weather can rob your skin of needed moisture, a little forethought can help it keep its softness and glow.

hours of relief, healing and deep moisturizing benefits, you should be able to sleep through the night and get through a full day's work.

- **Limit hot showers and baths:** Though a soak in a hot tub may feel warm and cozy, it can also intensify dry, itchy skin. In fact, according to a study by Cornell University, if you are prone to "winter itch," it's best to take short, lukewarm showers or baths. Afterwards, apply a "water-in-oil"-type moisturizer while skin is still damp to seal in moisture, and gently pat the skin dry.

- **Consult your dermatologist:** If you have chronic dry, itchy skin, you should consult a dermatologist. You may need a specific treatment to help restore your skin back to its healthy condition.

With these tips in mind, you can have an itch-free season.