

TIPS ON LIPS

Thirsty Lips Need Daily Dose Of Moisture

(NAPSA)—Think about the things that are most important to people's morning routines.

There are those who can't function before that first cup of coffee, while others need a hot shower just to wake up. The superambitious might take a morning run. Brushing teeth, combing hair and moisturizing skin before running out the door are almost universal staples in daily beauty regimens.

But there's one thing that is often overlooked until it's too late—protecting your lips. Most people only apply lip care products when they are going to be outside for an extended period of time. But even short bursts of cold temperatures, wind, sun and dry indoor air can cause lips to quickly become a point of pain rather than pleasurable puckering. No one wants chapped, cracked or flaky lips heading into the holiday season.

Carving out 20 seconds for lip care every morning is the best way to keep lips healthy and moist. The skin on lips is thin and lacks oil glands and natural moisture, so the application of a moisturizing protectant is essential, no matter the season.

“The key to keeping lips healthy and moist is simple—you have to care for them every day,” said Dr. Charles Zugerman, associate professor of clinical dermatology at Northwestern University in Chicago. “A layer of lip balm applied every morning and again when it's needed throughout the day will help form a protective layer between lips and the elements.”

Blistex offers more than a dozen products, and each one was designed to meet a specific lip care need. An ideal solution for daily moisturizing is the original Blistex Lip Ointment or Complete Moisture. For those who need extra relief for chapped or cracked lips, the new Lip Infusion Soothing Splash is the first-ever medicated liquid lip balm. The applicator on Lip Infusion Soothing Splash features a smooth gliding rolling tip and delivers an immediate, cooling, mint-infused, healing sensation to the lips.

For more information on lip care and products that are ideal for daily morning beauty routines, visit www.Blistex.com.

Luscious Lips: One Tip for Every Day of the Week

- Apply lip balm every day, not just when lips become dry, chapped or cracked
- Avoid the urge to lick dry lips—saliva evaporates moisture
- Stay hydrated—lots of water helps the entire body and keeps lips moist
- Limit hot showers, as the heat and steam can irritate dry skin
- Apply lip balm or ointment before lipstick—it helps keep lips moist while allowing lipstick to be applied evenly and smoothly
- Exfoliate skin, including lips, once per week to keep skin fresh and vibrant
- Apply a layer of lip balm before bed so lips get moisturized while you sleep