

Tips To Prevent And Care For Dry Skin

(NAPS)—What do you do to warm up when it's cold outside?

Dial up the heat? Take a long hot shower? Bundle up in your woolens with a nice hot cup of coffee or tea?

Warming tactics such as turning up the heat, taking a hot shower or bundling up can lead to uncomfortably dry winter skin, or worsen its symptoms—redness, chapping, itching, roughness, flaking and tightness. How? By stripping the skin of the valuable moisture that protects it.

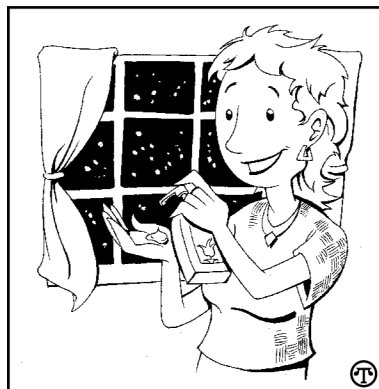
Skin care experts offer these tips to help prevent and care for dry skin:

- **Don't touch that thermostat**—that is, unless you're going to turn *down* the heat. Central heating zaps moisture from the air and from your skin. Instead, try light layers of clothing. If your skin is already dry and itchy, you might want to put soft cotton knits (rather than woolens) right next to it.

- **Rethink your drink**—A steaming mug of coffee or tea might chase away chills, but caffeinated drinks can be dehydrating. Skin gets thirsty, too, so help quench it by drinking water frequently.

- **Take a power shower**—not an hour shower. Lengthy exposure to hot water also depletes your skin's moisture reserves. That itchy feeling you get when you've been in a hot shower too long is proof enough. Keep the water temperature just warm enough for comfort, and try using a moisturizing body wash, such as St. Ives Collagen Elastin Body Wash, instead of a harsh soap. Collagen and elastin proteins are found naturally in skin and are essential for skin health.

- **Use it, don't lose it**—Every



Moisture maintenance is the key to preventing dry skin, especially in winter.

time you step out of the shower or bathtub, there's lots of wonderful moisture right on your skin. You have two choices: either let it evaporate and go to waste, or seal it in with a rich, emollient body lotion. One you can keep right on your bathroom counter: St. Ives Nourishing Vitamin E & A Micro-Powered Moisture Lotion, combining the antioxidant power of vitamins E and A and soothing Swiss botanicals to nourish and moisturize skin.

- **Damage control**—What if you haven't put into practice these preventive measures and you're already a victim of dry, chapped, red, itchy, flaky, rough, tight skin? Your skin may need special therapy to relieve the discomfort and return it to its healthiest, smooth and supple condition. Look for an extra-relief moisture formula such as St. Ives Collagen Elastin Extra Relief Lotion or Aloe Vera Lotion, and apply it as often as needed (at least daily), paying special attention to areas like elbows, legs and hands.

For more information, visit the Web site at www.stives.com.