

Beauty Trends

Using Anti-Oxidants To Reverse The Look Of Skin Damage

(NAPSA)—Sun, stress and pollutants create free radicals that bombard the skin daily and can help lead to signs of premature skin aging, often leaving complexions dull and lackluster.

While it's important to moisturize your skin every day, effective protection should start with a layer of anti-oxidant serum. Using an effective anti-oxidant treatment every day can play an essential role in helping to prevent free radical damage, including the look of fine lines and uneven skin tones.

The Neutrogena Anti-Oxidant Booster Serum from Ageless Restoratives features a triple anti-oxidant complex, fortified with the powerful anti-oxidant feverfew, which helps to neutralize 99 percent of free radicals that can damage skin's look.

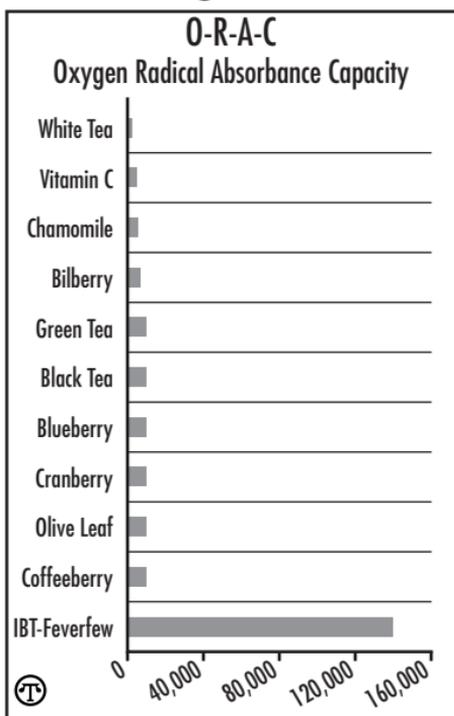
Measuring Anti-Oxidant Power

How can you tell how powerful an anti-oxidant is? The ORAC rating system is a standardized scientific measure of anti-oxidant power, similar to how SPF is a measure of sun protection. The higher the ORAC is, the higher the anti-oxidant capacity of a particular ingredient.

The feverfew in the Neutrogena Anti-Oxidant Booster Serum achieved an ORAC score of 140,000, making it 17 times more powerful than the well-known anti-oxidant coffeeberry.

The serum contains vitamin E to help calm the complexion, while fighting the visible effects of environmental damage.

Lightly scented with fresh floral and citrus undertones, the lightweight formula uses essential soy, a multitasking anti-oxidant rich in proteins, isoflavones and natural moisturizers, to help



The anti-oxidant feverfew, found in one booster serum, is 17 times more powerful than the well-known anti-oxidant coffeeberry and can help neutralize free radicals that damage skin.

smooth skin texture, brighten tone and reduce the overall appearance of discoloration.

Of the women who participated in a recent trial using the product, 83 percent felt their skin was softer and 81 percent noticed an improvement in skin texture.

Anti-Oxidant-Charged Makeup

You can further build on the benefits of an anti-oxidant serum by using makeup formulated with anti-oxidants.

For example, Neutrogena Healthy Skin Liquid Makeup SPF 20 delivers anti-oxidants vitamin E, wild chamomile and total soy to neutralize damaging free radicals and replenish skin's natural defenses against aging.