

Skin Sense

facts from the experts

Winter Skin Tips: Help For Facing The Elements

(NAPS)—With the onslaught of winter comes new challenges for maintaining healthy and vital-looking skin. Low temperature and humidity, indoor heating, dry, recycled air and outdoor exposure can make skin lose its moist, healthy glow.

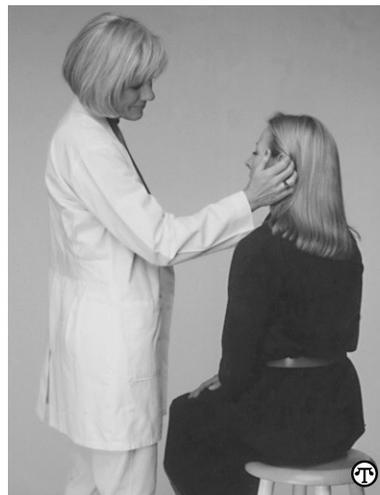
L'Oréal Consulting Dermatologist Lydia M. Evans, M.D. offers these tips to help keep dry winter skin at bay and looking its best:

- If you have dry skin, consider changing your moisturizer to one that heightens moisturization—especially women who participate in winter sports or spend time with children outdoors. Skin really takes a beating from wind and cold and needs extra protection.

- For those with oily skin, I don't recommend much of a change in regimen, unless you're being exposed to harsh outdoor elements. Stay with a light moisturizer, like L'Oréal Hydra Fresh. Also, do not exfoliate with scrubs or masks as frequently as in warmer months.

- As the area around the eyes can become dryer as well, make sure they are receiving optimal moisturization.

- If using a treatment product with retinol, such as L'Oréal Line Eraser, be sure to use the formula with SPF 15 during the day. Skin can become more sensitive when



Dr. Lydia Evans recommends adapting skincare regimens to suit the colder weather.

retinol is used, and UV rays are still evident in winter, especially when reflected from snow and water.

- Factor in individual skin type and geographic location when adapting your skincare regimen for winter. If your skin is dry, you'll be more prone to suffering the effects of harsh weather, especially if you live in colder climates. Mature women with dry skin will especially need heightened moisturization during winter months; try L'Oréal Age Perfect.