

Winter Wellness Starts With The Lips

(NAPSA)—During cold and flu season, one way to help stay healthy may lie in the lips.

According to Dr. Charles Zugerman, associate professor of clinical dermatology at Northwestern University Medical School, dry, cracked lips not only lead to discomfort, but also make one more susceptible to infections.

“Skin serves as the front line for your body’s defense system,” said Dr. Zugerman. “If your lips are severely dry, they tend to crack and create tears that can invite viruses and bacteria into the body.”

The frigid winds and dry air that go hand in hand with cold and flu season make for an unforgiving environment for lips. Dr. Zugerman advises applying a good lip balm regularly to protect pouts from chapping and cracking.

“Look for a lip product that does double duty in preventing and treating chapped lips,” said Dr. Zugerman. “For example, Blistex Medicated Lip Ointment offers hydration and penetrating analgesics to ease the pain from severely dry and cracked lips.”

For those who find themselves constantly battling bouts with the flu or frequently suffering from cold sores, Dr. Zugerman recommends making Blistex Medicated Lip Ointment a medicine cabinet staple to ensure access to immediate relief and comfort.

“Breathing through the mouth due to a stuffy nose, fevers and antihistamines found in cold remedies really dries out the lips,” said Dr. Zugerman. “Keeping lips well moisturized and in good condition makes dealing with painful cold sores and other cold-causing side effects more bearable.”



Since cracked lips can invite viruses and bacteria into the body, it's smart to keep your lips moisturized and protected.

It's not just lip service. Dr. Zugerman offers these tips to help keep you well:

- **Wash Up**—Follow your mother's advice and wash hands with soap and water frequently. If a sink isn't available, use the next best thing—a hand sanitizer.

- **Don't Touch**—Keep your hands out of your mouth and avoid rubbing or touching your face. Keep your distance from others who may be sick and wait to pucker up until they aren't contagious anymore.

- **Cover Your Mouth**—Avoid sneezing into hands, which can easily spread germs. Sneeze into the crook of your elbow or use a tissue.

- **Be Fit**—Exercise regularly and get a good night's sleep. Eat fruit and vegetables to keep your immune system strong.

Always keep your lips protected by using a lip care product to maintain their healthy condition. For more lip care tips, visit Blistex.com.