

Health & Beauty

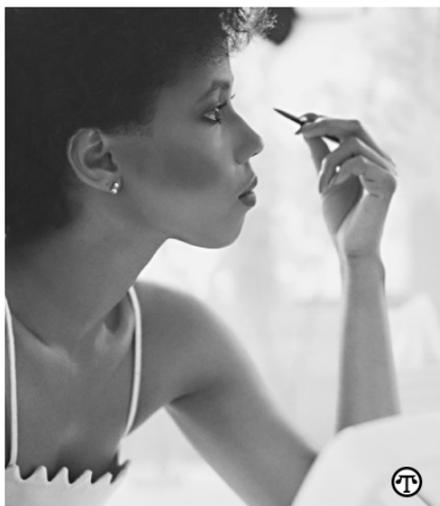
Young-Looking Skin Requires A Basic Approach

(NAPSA)—In our search for eternal youth, innovative skin treatments are becoming increasingly popular. But the path to young-looking skin isn't always a smooth one. In our quest, we may be forgetting the basic rules of skin care.

For instance, botox, now a household name synonymous with damage reduction in the battle of aging skin, is a toxin that may have drawbacks. However, there are safer ways to keep skin young, vibrant and healthy. A prevention regime using ingredients such as UV filters, applied topically, could achieve wrinkle reduction. Furthermore, damage can be corrected through the use of products that contain certain vitamins that protect and also restore the skin.

Over the years, studies have shown that treating skin with antioxidants such as vitamins C and E aids in the maintenance of a younger-looking complexion. The use of antioxidants may reduce the formation of free radicals, which can lead to tissue damage and skin aging. Vitamin C may also assist in the repair of photo-damage, while vitamin E has been found not only to be an effective emollient, but can significantly reduce the formation of sunburn cells.

One of the most preventable culprits of premature aging is sun



The latest wrinkle in keeping the skin looking young may be as old as the sun, but it works. Avoid that preventable culprit of premature aging—sun exposure.

exposure. Unprotected skin can result in the wrinkles, brown spots and dryness. For good defense, use products that contain UVB filters that provide SPF 15 protection and the broad spectrum UVA filter, Parsol® 1789.

For maximum defense in addition to UVB and UVA filters, look for products with the antioxidant vitamins E and C (in particular Stay-C® 50, the stable form of vitamin C). This combination can effectively reduce damage to the skin and slow the aging process.