

Health & Beauty

Protect Your Pout: Defend Lips Against Nature's Harshest Elements

(NAPSA)—Lips leave a lasting impression without even saying a word. Make sure your pout implies the positive. There are easy ways to kiss goodbye the damaging effects of chapping and soreness caused by dry air, cold temperatures, wind, heat and sun.

Doctors have long touted prevention as a key to a healthy life. The availability of work wellness programs and increased usage of sun protection all year long are a few signs of consumers' willingness to prevent health problems before they arise.

Dr. Charles Zugerman, associate professor of dermatology at Northwestern University Medical School, offers top tips to maintain soft, supple and healthy lips throughout the year:

- **Hydrate.** Drink the recommended 8 oz. of water eight times a day to maintain a healthy complexion and avoid dehydration. Water helps revitalize skin and keeps cells and tissue strong.

- **Moisturize.** Using a humidifier adds moisture back into the dry air, which is often a contributing factor to chapped lips and skin.

- **Protect.** Lips can be exposed to a number of conditions on a daily basis from dry indoor air, cold temperatures, sun and wind when stepping outside. An all-weather, all-season lip balm ensures protection regardless of the elements you face.

"My patients always ask for advice on preventative measures for good health," said Zugerman. "I tell them to keep it simple. Activities such as flossing, exercising, taking a multivitamin and



Don't leave your lips bare and defenseless against the elements. Apply lip protection throughout the day.

applying lip balm with moisturizers and sun protection are easy to do and go a long way in preventing health problems down the road."

Blistex Five Star Lip Protection contains dermatologist-recommended ingredients, including:

- Glycerin, which retains moisture in dry air and pulls up to 20 percent of its weight in water from the surrounding environment;

- Candelilla, which forms a barrier against moisture-robbing wind;

- Wheat germ oil to rehydrate heat-stressed lips;

- Calendula oil, which soothes and helps heal cold-chapped lips; and

- Four sunscreens with broad-spectrum SPF 30 UVA/UVB for year-round sun protection, recommended by the American Academy of Dermatology.

For more lip care tips, visit www.Blistex.com.