

Skin Sense

facts from the experts

Outdoor Fun Need Not Be Hard On Your Skin

(NAPSA)—Here's soothing news: Warm weather fun doesn't have to mean suffering with sunburn, insect bites, and rashes caused by heat or from poison ivy, oak, or sumac.

Here are a few hints that may make for a summer of smooth sailing:

Wear a broad spectrum sunscreen of SPF 15 or higher—the sun's rays are strongest from 10 am to 2 pm. And remember, the more fair-skinned you are, the more prone you may be to developing a sunburn—as a result of sun exposure.

Heat rash—also called prickly heat or miliaria—is another rash appearing in active people and common when the weather is hot and humid. Areas of the skin may itch intensely and often feel prickly, or sting, due to overheating. You might find the tiny reddish pimples of prickly heat in the crook of the arm, under your chin, on your chest or back or on the backs of your knees. The best care is to stay cool and dry, and avoid clothing that's too tight.

"Leaves of three, let them be" is an age-old rhyme that may help you avoid an itchy rash from poison ivy, but many people also get skin irritations when they handle such plants as daffodils, ginkgo tree fruit, Japanese boxwood, hyacinths, or poinsettias.

Regardless of the cause, the first line of defense for any rash or insect bite is to not scratch. Scratching can make itching worse



Warm weather fun may be accompanied by skin irritations such as insect bites and sunburn.

and can often spread certain rashes, including those caused by poison oak and ivy. Perhaps the best way to keep from scratching is to use products that soothe the skin and relieve the itch. Look for products that contain one percent hydrocortisone, calamine or colloidal oatmeal—long known for their effective itch relief.

Soothing oatmeal baths can also render relief for summer sunburns and rashes. AVEENO® Soothing Bath Treatment contains 100% natural colloidal oatmeal and provides relief to itchy, irritated skin.

So, when you are packing up that picnic basket or backpack don't forget your arsenal of anti-itch protectants. Products from AVEENO® like 1% Hydrocortisone Anti-Itch Cream, Anti-Itch Cream with calamine, can provide effective itch relief, while Skin Relief Body Wash and Skin Relief Moisturizing Lotion can help keep those hot days comfortable by soothing and relieving your itchy, dry skin.