

newsworthy trends

Healthy, Moisturized Lips Underscore Trendy Makeup Looks

(NAPSA)—A natural, “wind bitten” look—including a strong, casually smudged eye and fresh-out-of-the-cold flushed cheeks—evokes an image of braving harsh elements with appealing weather-kissed effects to show for it.

Just make sure it’s only a makeup illusion!

“The idea is a pseudo ‘wind-bitten’ look with none of the negative effects such as dryness or roughness,” says New York-based healthy beauty expert Kat James. “But pseudo ‘wind-bitten’ is as far as we go. In reality, the lips are healthy, supple and protected, which is why the effect is so intriguing.”

Lips left untreated and unprotected from the winter weather effects of dryness, chapping and overexposure to the sun are anything but trendy or beautiful. James knows that all the cosmetics in the world can’t make unhealthy lips look and feel great.

As one of the most exposed areas of the body all year round, lips are especially sensitive to cold, dry temperatures because they lose moisture faster than any other part of the face, according to Dr. Charles Zugerman, associate professor of clinical dermatology at Northwestern University Medical School.

For overall lip protection during all types of weather, Dr. Zugerman recommends that both men and women use lip care products that condition and protect, such as Blistex Ultra Protection (with six protectants and SPF 30) and Blistex Lip Ointment, which contains three analgesics to help relieve discomfort and soreness.

Protecting lips before exposure to the elements can prevent more



than just the discomfort of sore, chapped lips. Protection also can limit long-term damage to the lip skin, which often produces fine lines and wrinkles on and around the mouth, explains Zugerman. Prolonged exposure to the sun can cause changes in collagen, the protein that gives lips resilience, which can lead to premature aging and even skin cancer.

Proper lip care is crucial to achieving this year’s hottest lip looks, including beauty expert James’s own pseudo, “wind-bitten” makeup creation:

“Before applying any color or accents to the lips, always start with a moisturizing lip balm that contains at least an SPF 15 sunscreen to protect and smooth the lip surface,” says James, whose celebrity clients have included Kate Hudson, Sarah Jessica Parker, and Bjork.

New Blistex Fruit Smoothies are great for conditioning, plus they offer real fruit extracts and flavors in ultra creamy textures for super smooth feeling and healthy lips.

“After applying lip balm, use a putty-colored lip pencil or demi-

matte lipstick (avoid pearlized shades) to fill in the lips,” James says. “Then, apply light strokes of a stronger mauve or berry-toned pencil randomly along the edges and from the center of the lips for a subtle, two-toned effect. It should evoke that weather-kissed, ‘edged’ effect without lips actually having any rough, dry surfaces.”

To complement more subtle lips, James suggests using matte, earthen-toned eye shadows and jet black eye liner just along the lash line. Cheeks should also appear slightly flushed, either naturally or with a touch of liquid cheek stain. The eyebrows can be left natural.

Even the most skillfully applied makeup, however, cannot hide dry, scaly lips damaged by cold wind and weather. To rid your lips of peeling skin and flakes, James recommends applying a moisturizing lip balm, then using a soft-bristled toothbrush to gently massage away dead skin.

Blistex Lip Ointment is one of the two Blistex lip care products (Complete Moisture is the other) that actually delivers moisture directly to the lips’ surface, hydrating and softening lip cells to alleviate cracking and seriously dry lips.

Drinking plenty of water is also vital to keeping lips and skin healthy. “About 70 percent of the skin’s hydration comes from the water you drink, regardless of how much moisture you apply externally,” says James.

Both James and Zugerman agree that a simple cleansing and moisturizing regimen can help keep skin and lips looking and feeling healthy during even the harshest of winters and in any kind of weather.