

Skin Health Facts

Caring For Your Skin In Winter

(NAPSA)—For many, cold weather can mean dry, irritated skin. In fact, it's estimated that almost 20 percent of people in the U.S. suffer from severely dry skin or eczema—a general term that refers to skin that is inflamed, swollen and irritated. Red, itchy, irritated skin that doesn't properly retain moisture is a common symptom of eczema. Fortunately, there are ways to help prevent eczema and treat it when it flares up.

Treat It Gently

It's important to keep skin hydrated, especially when the temperatures cool down, and one of the easiest ways is to choose a rich yet gentle body moisturizer.

“Look for products containing urea and lactic acid, as well as ceramides or shea butter,” says Dr. Joshua Zeichner, Director of Cosmetic & Clinical Research in the Dermatology Department at Mt. Sinai Medical Center in NYC. “Expensive does not always mean better, and you can find an effective moisturizer in your local drugstore.”

For example, Cetaphil Restora-derm Skin Restoring Moisturizer is clinically proven to provide long-lasting hydration by helping repair the skin's natural barrier function.

Help Your Hands (And Feet)

Frequent hand washing and use of antibacterial gels during flu season may prevent a cold but can cause dryness and irritation to skin, so try to moisturize each time after you wash.

Cool It With Hot Water

Nothing feels better than a superhot shower on a cold day, but it can actually harm the skin, stripping it of essential oils and leading to skin dryness. Stick to cool or lukewarm showers or baths and soak for only 10 minutes or less to avoid damaging the skin.

Also, choose a hydrating body wash, such as Cetaphil Restora-derm Skin Restoring Body Wash, which uses advanced technologies to help restore the skin barrier function and retain moisture. Pat—don't rub—dry with a soft towel.



For many, winter weather can mean dry irritated skin. Fortunately, there are ways to avoid this condition and treat it, too.

Seek Professional Advice

If your skin isn't improving, it might be time to see a dermatologist. “A doctor can prescribe prescription anti-inflammatory creams to complement your daily cleansing and moisturizing routine,” says Dr. Zeichner.

Invest In A Humidifier

Dry heat from heaters in your home can wreak havoc on your skin. Opt for a humidifier to help add moisture to the skin by replacing moisture to the air.

Don't Forget About The Sun

Even though it is cold outside, the sun's rays can still cause sunburn in the winter. Be careful in the snow because UV rays can reflect off the white surface and burn unprotected skin. “Look for a facial moisturizer with an SPF of 30 or higher to protect your face and neck daily,” suggests Dr. Zeichner.

For more information, visit www.cetaphil.com.

** Dr. Joshua Zeichner is Director of Cosmetic & Clinical Research in the Dermatology Department at Mt. Sinai Medical Center in New York, New York. He serves as a consultant to Galderma Laboratories, L.P., the makers of Cetaphil Cleansers & Moisturizers.*