

# Stop Sensitive Skin From Looking Older

(NAPSA)—You can help the skin you're in look and feel better longer if you're sensitive to its needs.

This is particularly true for skin with sensitivity issues. These can range from redness, dryness and flare-ups to burning or stinging. Because of that, many women shy away from anti-aging formulas that may feel too irritating or aggressive. Sensitive skin can age faster than other kinds and it's vulnerable to wrinkles, yet may not do well with typical anti-aging ingredients.

## The Doctor's Advice

"Sensitive skin is by far the hardest skin type to treat because it is so inconsistent," says Dr. Ellen Marmur, prominent New York City dermatologist and author of "Simple Skin Beauty." "Having sensitive skin myself, I've found that traditional anti-aging products are not always easy to tolerate. Now, it's great to see that products are being made that soothe and protect sensitive skin, while still offering effective anti-aging benefits."

One such product, called StriVectin-SD Sensitive Skin, was created, tested and proven on sensitive skin to reduce the appearance of facial wrinkles, while also strengthening the skin's natural protective barrier so it actually becomes less sensitive over time.

It's packed with collagen-building, wrinkle-reducing, anti-aging power but without fragrances, oils or other irritants that can harm sensitive skin. With technology rooted in 30 years of DNA skin cancer research, it's clinically proven to diminish wrinkles and smooth and even out skin's tone and texture.



**It's estimated that half of all women have sensitive skin that can look old before its time.**

Most skin sensitivity issues start with an impaired or compromised barrier function. StriVectin-SD Sensitive Skin contains the proven barrier-building NIA-114 molecule, which is the vitamin B3 niacin in the form of nicotinic acid. This can stimulate DNA repair, generate energy and strengthen the skin. There are a host of potent anti-aging active ingredients plus a calming blend of rose, cucumber, oat kernel and wheat germ extracts. It's noncomedogenic, allergy tested and dermatologist tested.

## The Trial Results

Tested in 12-week clinical trials on subjects with sensitive skin, results were documented through independent clinical expert grading, digital photography, plus skin biopsy analysis to document what

was really happening in the skin of real women over time using the new formula.

By the second week, natural collagen resurged; texture and resilience improved. By the fourth, natural cell turnover intensified; discolorations visibly faded. By the eighth week, elasticity was reinforced; wrinkles were visibly diminished.

## What Else You Can Do

- First, according to the experts at the Mayo Clinic, it's a bright idea to protect yourself from the sun. Try to avoid going out between 10 a.m. and 4 p.m. and whenever you do go out, use sunscreen, no matter what the weather or the season. Wear long sleeves, long pants, sunglasses and a wide-brimmed hat.

- Next, don't smoke. Smoking makes your skin wrinkle.

- Eat a balanced diet. A healthy diet can help you look and feel your best. Eat plenty of fruits, vegetables, whole grains and lean proteins.

- Watch how well you wash. Hot water and long showers or baths remove oils from your skin. Limit your bath or shower time, and use warm—rather than hot—water. Also avoid strong soaps that can strip oil from your skin. Gently pat or blot your skin dry.

- Moisturize. Find a moisturizer that fits your skin type.

## Learn More

You can find more skin care facts and tips online at [www.strivectin.com](http://www.strivectin.com) and (877) 722-7770. The product is available at Macy's and online at the [strivectin.com](http://strivectin.com) website.