

Skin Care News & Notes

Women Come Clean About Their Skin

(NAPSA)—On average, women spend about 11 minutes a day on their skin care routine and 58 percent of women look to products that cost under \$50 to help achieve a great complexion, according to a recent survey conducted by Leflein Associates.

When it comes to women's beauty routines, they don't want to spend a lot of time and money but they want their skin to look good. Fortunately, they can have it all.

Simple & Effective Steps Toward Sensational Skin

To help make the most of the time and money you devote to your skin, consider these tips:

- **First, determine your skin type**—Is it oily, dry or combination? The answer affects how much and what type of products it needs. "Take cues from your skin to determine your skin type. If your face looks shiny or is prone to breakouts, try oil-free products. If your skin is dry and dull, use a cleanser with added moisturizers. If you have a combination, treat different areas separately," says Dr. Hilary Reich, NYC-based dermatologist. "If you can't decide, visit a dermatologist for a professional evaluation."

- **Next, map out your routine**—Depending on your skin type, you'll need to combine washing, exfoliating and moisturizing to maintain a fresh face and glow. One tip to remember is always wash your face before bed to remove the buildup and dirt from the day. When you're tired or pressed for time, try Noxzema's Clean Moisture Makeup Removal Cloths. These premoistened cleansing cloths effectively remove dirt, oil and makeup—even waterproof mascara—in one easy, no-rinse step. The alcohol-free formula is gentle on skin and safe for use around the eyes.



Nearly one in three women say their day is ruined if their skin isn't up to par. Fortunately, three simple steps can keep it clean and clear.

- **Finally, choose the right products for your skin type and stick to the plan.**

For example, Noxzema's Original Deep Clean products can be used on most skin types. They reach deep down to the pores with a stimulating and refreshing tingle, while soothing and invigorating with a fragrant blend of menthol, camphor and eucalyptus oil. The Original Deep Cleansing Cream delivers a one-of-a-kind clean, without overdrying, while the Deep Cleansing Cream Plus Moisturizers supplies the added bonus of rich, hydrating moisturizers for softer, more conditioned skin.

For women with the occasional blemish, there are new Noxzema Clean Blemish Control products, specially designed for adult skin to effectively treat and prevent breakouts without compromising moisture balance. With specialized, oil-free formulas that restore critical hydration, each product is dermatologist tested and features salicylic acid and glycerin for moisture. The new product lineup contains a foaming wash and a daily scrub.

Learn More

Log on to www.noxzema.com for more professional skin care tips, advice and information.