

Skin Care for Every Body

Shower Your Way To Younger-Looking Skin

(NAPSA)—Not just a pretty face: There's more to having a youthful appearance than soft, smooth facial skin. Your neck, décolletage, hands, arms and knees are also prone to visible signs of skin aging.

"As body skin ages, it loses moisture and elasticity, which can make skin appear older as well as lead to dryness," says beauty scientist Rolanda Johnson.

A disparity between face and body skin care can exaggerate the signs of aging, according to evolutionary biologist Dr. Bernhard Fink. He recently conducted a study on the effect of body skin's appearance in relation to perception of age. It found that in terms of age and attractiveness perceptions, people are sensitive to the appearance of body skin. In addition, the study indicated that when judged independently from the face, body skin, if maintained, is perceived up to 10 years younger and adds to the overall perception of youthfulness.

"The study indicates that skin around the neck and chest, arms and hands are important areas for women in terms of age perception," said Dr. Fink. "Keeping your skin moisturized is one of the most basic things you can do to prevent visible signs of aging. Using products that go beyond basic moisturization to provide additional anti-aging benefits can be a further help."

To that end, there's now a product that helps you shower your way to younger-looking skin. It contains a proprietary technology that goes beyond cleansing and basic moisturizing to remove dry skin cells and improve skin cohesiveness for younger-looking, more radiant skin. It fights seven signs of aging, brightens dull skin, evens skin tone and improves elasticity in seven days.

The product, Olay Total Effects



Face facts: Aging skin can be found—and treated—anywhere.

7-in-1 Advanced Anti-Aging Body Wash, comes in two formulations: Deep Penetrating Moisture, with jojoba butter and VitaNiacin; and Exfoliate & Replenish, with microderm beads and VitaNiacin to remove dry skin cells and replenish your skin with moisturizers.

"We lavish attention on faces and bodies but necks get no respect," said author Charla Krupp, who examines over 1,000 smart, easy ways of hiding fat without dieting in her book "How To Never Look Fat Again." "The neck often ages faster than the face. A lot of women who began using a sunscreen on their faces a decade or two ago continued to tan their neck and bodies and the contrast between neck and face is unsightly."

Krupp recommends daily use of a broad-spectrum SPF 15 or higher sunscreen. Reapply it every two hours if you've been swimming or perspiring. Also, wear protective clothing and stay out of the sun at midday and when at high altitudes to protect your skin from premature aging.

For more information, visit www.olay.com or call (800) 285-5170.