

Skin Sense

facts from the experts

Tips To Help Recessionproof Your Skin

(NAPSA)—Tough economic times should not serve as an excuse to shortchange skin care.

Annet King, Director of Global Education at The International Dermal Institute, offers a few tips on how to make skin care dollars go further:

- **Get your zzz's.** Don't underestimate the power of sleep to help your skin regenerate. Get at least seven to eight hours a night. Skimping on sleep could cost you a glowing complexion.

- **Moisturize from within.** One of the best natural moisturizers is free: water. Drink at least eight glasses a day to rehydrate your skin from the inside out. Shopping in the outer aisles in the supermarket is where you will find the fruits and vegetables. A healthy diet rich in vitamins can do wonders for your skin.

- **Get your skin analyzed.** Many women think they have dry skin when actually it's dehydrated; that is, it needs water, not oil.

Have a professional skin therapist look at your skin and tell you what you need to know about your skin type and skin condition. Free Face Mapping™ consultations, exclusive to Dermalogica, can tell you what type of products you should be looking for and how to best use them.

- **Try before you buy.** Many spas, salons and specialty retail stores let you try before you buy. At Skin Bar™—available at Dermalogica's Concept Spaces and Ulta locations, among others—under the watchful eye of a skin therapist, you can try products and learn how to use them. You



One of the smartest ways to save on skin care is to invest in multi-purpose products with double functions.

can even ask for samples to test at home.

- **Invest in multipurpose products that double up on a few functions.** A clay-based cleanser for oily skin can also be used as a three-minute mini-mask.

A spritz toner for the face will also work on taming frizzy hair.

Using a hydrating serum can mean you don't have to change moisturizers during harsh weather. Try dabbing a few drops of product such as a hydrating booster around the eyes at night if skin is dehydrated; or mix it into a moisturizer for a firming effect, a mask to intensify the skin treatment, or an exfoliant to give skin cells a double punch.

Look for a moisturizer with SPF or add your SPF to your moisturizer or foundation to get sun protection instead of having to invest in several sunscreen products.

For more information, visit www.dermalogica.com.