

When The Weather's Warm, Help Skin Stay Hydrated

(NAPSA)—For many people, warm weather means the beginning of the “less is more” season. Pared-down makeup, casual Fridays and fuss-free hair help us to lighten our style and enjoy the warm, long days.

But one area in which experts say not to relax your routine is skin care. By now you're probably aware that wearing an SPF product and applying it frequently is essential for maintaining a youthful appearance. But believe it or not, using a hydrating moisturizer is equally important for healthy, radiant skin.

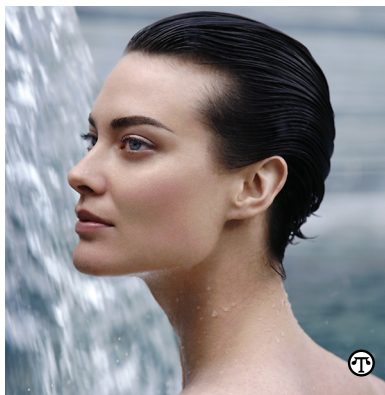
Just Dew It

Though it may seem counter-intuitive to moisturize since your complexion is almost certainly shinier in warm weather than it was during winter, your skin may actually be drier now than it was then. “Despite the fact that oily skin produces an excess of sebum, it can still be dehydrated,” says Marie-Hélène Lair, Scientific Communication Manager for Chanel.

Indeed, the sun, sand and surf—not to mention extra-long swims and increased exposure to UV rays—can all dry even the oiliest of skins. When skin is dehydrated, it can lose its plump, radiant appearance.

Replenish What You Deplete

Other forces may also be getting in between you and a well-



It's important to keep skin hydrated when the weather's warm.

hydrated complexion. Leah Wyar, beauty director at Fitness magazine, notes, “Living an active lifestyle often means washing skin more frequently and potentially stripping it of hydration. Moisturizing is key to fending off a dull tone and noticeable fine lines—two effects of dryness.”

Lighten Up

So how can you face summer weather beautifully hydrated without the heavy, slippery feel that conventional moisturizers can impose on already oily skin? Lair suggests opting for a light and silky gel-cream formula that refreshes overheated skin and sinks in more quickly than those with more intensive emollients.

“It's a great choice for normal, combination and active skin because it contains less lipids, which can contribute to a shiny appearance,” she explains.

These featherweight, fast-absorbing formulations are also ideal for swimmers whose skin is perpetually assaulted by long dips in ultradrying chlorinated water.

“I use a gel cream when I'm training because it does a great job of sealing in moisture and making my skin smooth and healthy,” says Janet Culp, a member of the 2008 U.S. Olympic Synchronized Swimming Team. “It doesn't feel thick and heavy, especially when I'm working out.”

Set Your Boundaries

To further hydrate while waterproofing your skin, look for a product formulation that also contains barrier repair functions, like Chanel Hydramax + Active Moisture Gel Cream with HydrabARRIER System Complex. These therapies help to lock in hydration and prevent water evaporation. A strong protective barrier will also shield your skin from allergens and irritants, often more potent during the warmer months.

Warm-weather fun and sensational skin are not mutually exclusive. Just be sure to pack moisturizer in your tote before you head outside.