

Beauty Basics

Daily Tips To Protect The Skin You're In

(NAPSA)—While most people recognize the importance of applying sunscreen at the beach or the pool, many don't realize the value in wearing sun protection every day of the year.

Experts say about 80 percent of a person's sun exposure occurs during daily activities—walking to the car, sitting in front of a window—and that one year of incidental sun exposure is like spending a week at the beach without sunscreen.

To keep skin healthy and protected throughout the day, incorporate a moisturizer that contains SPF into your daily skin care routine, as hydration and sun protection are key elements for maintaining healthy skin.

Skin that is dry may be unable to perform its primary function, which is to protect your body from environmental damage, such as free radicals, pollutants and the sun's UV rays.

Additionally, skin that is dry has a difficult time renewing itself from sun damage, leaving it vulnerable to premature aging, including wrinkles and age spots.

Look for a nongreasy moisturizer with sunscreen, such as Aveeno Daily Moisturizing Lotion



Using a moisturizer with built-in SPF every day can protect against sun damage and signs of aging.

with SPF 15, which combines the natural moisturizing benefits of colloidal oatmeal to soothe dry skin with Active Photobarrier Complex, a sun-protection technology that is specifically engineered to deliver very high, very broad and photo-stable UVA and UVB protection.

The moisturizer also contains rich emollients that provide 24-hour moisturization, leaving skin soft, smooth and healthy looking.

For more information, visit www.aveeno.com.