

## Does Your Skin Have You Red In The Face?

(NAPSA)—Flushing with frustration over your chronically red facial skin? Everyone experiences facial redness at one time or another, but for many people, living with the embarrassing effects of persistently red, blotchy skin is something they deal with on a daily basis.

More than 16 million women in the United States suffer from rosacea, a common skin problem that often appears on the nose, cheeks and chin and can take various forms—from a slight flush to more noticeable reddening on the face.

Facial redness triggers are unique to each person, but some common causes include:

- Food and drinks, such as alcohol and caffeine
- Activities, such as intense exercise
- Weather conditions, including excessive sunlight, wind or any sort of weather extremes
- Emotional moments, such as stress or anxiety or any sudden change in emotion.

Dermatologists offer the following advice to patients who suffer from facial redness:

**Use appropriate skin care products.** An appropriate skin care regimen is essential to healthy skin, especially in preventing rosacea. Look for products specifically formulated for sensitive or visibly red skin. Eucerin, a dermatologist-trusted and recommended brand, offers Redness Relief, a comprehensive skin care line that provides immediate relief while improving the condition of visibly red skin in four weeks.

**Wear sun protection.** Since sun exposure is one of the most prevalent facial redness triggers,



**Proper sun protection can be an easy way to help prevent facial redness.**

apply a facial lotion with a sun protection factor (SPF) of at least 15, such as Eucerin Redness Relief Soothing Moisture Lotion SPF 15. Wearing a hat and sunglasses provides additional coverage.

**Conceal red skin the right way.** Formulas with green pigments are the most effective at neutralizing and evening out redness and blotchiness, yet they won't leave skin looking green. Eucerin Redness Relief offers a daily moisturizer and a concealer that are formulated with green color neutralizers to instantly counteract and even out visible redness and blotchiness on the skin.

**Change your diet.** If certain foods or drinks cause facial redness, write them down in a diary. This will help you avoid them in the future.

**Visit a dermatologist.** Persistent facial redness can mean you have a skin condition. See a dermatologist who can help you understand how to treat the problem, so you can be comfortable with how your skin looks and feels.

For more information, visit [www.EucerinUS.com](http://www.EucerinUS.com) or the official Web site of the National Rosacea Society, [www.rosacea.org](http://www.rosacea.org).