

# TIPS ON LIPS

## Lip Health: Treating Chapped Lips And Cold Sores

(NAPSA)—Few women ignore their lip-care needs. In fact, 64 percent of women use lip balm to protect or prevent chapped lips, which is really just the dehydration of lips.

Most women know how much better lipstick looks when applied to soft, smooth and moisturized lips. However, one of the greatest frustrations women cite in reference to lip balms is the constant need for reapplication in order to keep their lips moisturized, according to Johnson & Johnson research.

### Chapped Lips

The first rule of thumb is to avoid lip conditioners that are wax based. Experts recommend using a lip conditioner enriched with natural oatmeal, an ingredient known to soothe and protect skin, as well as prevent dry, chapped lips. The formulation should also have an SPF of at least 15 to prevent sun damage. A skin-care industry leader has worked with top scientists to include all of these crucial elements in an innovative product—Essential Moisture Lip Conditioner with SPF 15. The exclusive blend of natural skin conditioners, including jojoba oil and shea butter, leaves lips feeling moisturized and healthy long after applying.

### Sore Lips

It's estimated that 80 percent of the population carries the cold sore virus, and one-third of those sufferers experience recurrent outbreaks of cold sores, also known as fever blisters.

A variety of factors can contribute to this virally-related condition including over exposure to



**THE SECRET OF BEAUTIFUL LIPS is to keep them moisturized. This also prevents chapping and cracking.**

UV light, illness, fever, menstruation, physical or emotional stress, fatigue, and certain foods. Usually found around the mouth or lip area, the cold sore begins with a tingling sensation and eventually turns into a painful blister.

When looking for an antidote to combat the physical and emotional discomfort caused by cold sores, it's imperative for product claims to be supported by scientific testing. A dermatologist-recommended solution, such as Aveeno's new Advanced Relief Cold Sore Treatment is a clinically proven formula that effectively treats cold-sore symptoms. The unique lip treatment contains natural propolis (an ingredient found in beehives) and a skin protectant that helps to soothe and effectively treat cold-sore symptoms. It starts working on contact and can be applied at any stage of a cold-sore outbreak. In a clinical study, 100 percent of participants agreed that it was effective in improving the condition of their cold sores by locking in moisture, providing fast relief.