

Spotlight On Beauty

The Power Of Soy, Inside And Out

(NAPSA)—The latest health and beauty advice gaining accolades: *Think soy.*

The once-overlooked soybean, it seems, might help change how you look and feel. In addition to being packed with beneficial nutrients and doing wonders to improve bone health, reduce cholesterol and relieve menopausal symptoms, according to health care experts at the U.S. Department of Health, soy is quickly becoming a proven champion in skin care. As a natural, skin-soothing ingredient in a variety of products, soy has been shown to improve skin's tone, texture and radiance.

And that realization, experts say, couldn't come at a better time.

"In an age of injectable wrinkle solutions and laser skin rejuvenation, many women are turning back to nature for a less clinical approach to beauty," says Cheryl Burgess, M.D. "In fact, botanicals and other natural ingredients have gained credibility among dermatologists for their proven efficacy, and soy is at the top of that list."

Natural Power

The healing benefits of soy were first seen by researchers observing Asian soybean farmers who, despite the rough nature of their work, had smooth, even-toned hands. Today, scientists are able to extract the components of soy that are responsible for improving tone and texture—and have applied them to advanced skin care products.

"Clinical and scientific studies both show that soy works to reduce blotchiness and discoloration by evening out the appearance of pigments in the skin's surface," adds



To help bring out their skin's natural beauty, women are turning to skin care products with soy.

Dr. Burgess. "Soy proteins can also work to moisturize skin and reduce the appearance of fine lines."

In response to such research, AVEENO® introduced a line of products in 2000 containing its patented Total Soy Complex, the first formula to maintain the integrity of soy in a form that can help the appearance of skin.

Soy & SPF

Just recently, AVEENO® introduced POSITIVELY RADIANT™ Daily Moisturizer with SPF 30. In addition to Total Soy Complex, this formula features innovative sun care technology shown to provide twice the level of protection against aging UVA rays versus other SPF 30 facial moisturizers after extended sun exposure. UVA protection is key because while most women strive to look their best in natural light, the sun's rays can actually be detrimental to a beauty routine. Direct sun exposure can cause premature aging and discoloration of the skin.

To learn more, visit the Web site at www.aveeno.com.