

MEN'S HEALTH

Why Men Need Protection All Year Long

(NAPSA)—No matter the season, there's fun to be had outdoors—and there's a reason for men to protect their skin.

When it's warm, men go to the beach, toss a football around in the park or hike up a mountain. Even in the bitter cold, men will show their rough side. Between snowboarding, skiing and ice hockey, or even just standing at the bus stop in cold weather, men really can do some damage to their skin.

Although the sun isn't at its strongest in the colder months, men should still be concerned about protecting their facial skin. Cold, harsh weather can dry out your face just like the hot sun can, leaving skin chapped and irritated.

For men to enjoy outdoor life in the winter, they must protect their face daily.

Here are some tips on how:

- Always wash your face daily with a face wash or gel to clear away dirt and oil.

Use a soap-free face wash that contains chamomile, vitamin E or provitamin B5 that won't dry out your skin, leaving your face clean and refreshed.

- Apply a daily face lotion that will not only moisturize, but protect your face from the sun with SPF. Even on the coldest day of the year, there is still a chance of getting a sunburn.



Men who like to ski, snowboard or play ice hockey find that cold harsh weather can really dry out their face.

For example, NIVEA FOR MEN Daily Protective Lotion SPF 15 is a light, easily absorbed lotion that protects your face against sun damage and moisturizes to relieve dry and windburned skin.

- Always moisturize after cleansing and shaving.

- During outdoor activities, always wear a warm hat and scarf to protect your face from sun, windburn and cold weather.

NIVEA FOR MEN Daily Protective Lotion SPF 15 is oil-free, enriched with vitamin E and aloe and delivers superhydration to the skin.

Skin will be protected and moisturized all day long, without interfering with outdoor fun.