

Skin Facts

Tips For Facing Up To Facial Redness

(NAPSA)—Facing up to the problem of facial redness is easier than you might think.

Everyone experiences facial redness at one time or another, but for many people, coping with the embarrassing effects of persistently red, blotchy skin is a daily challenge.

Over 16 million women in the US suffer from persistent facial redness. Facial redness is often a symptom of a skin condition called Rosacea. It can appear on the nose, cheeks and chin and can take various forms—from a slight flush to more noticeable red blotches on the face.

Dermatologist Dr. Patti Farris frequently meets with patients who suffer from facial redness. Dr. Farris is a New Orleans Dermatologist and Clinical Assistant Professor in the Department of Dermatology at Tulane University. Her first piece of advice: Understand your facial redness “triggers” and take steps to avoid them. “Facial redness triggers can vary from person to person, but most often result from sun exposure, weather conditions, stress, or reactions to certain foods or drinks,” she says.

Here are a few additional tips to help control facial redness:

- **Write it down.** Keep a diary of daily activities and note when your skin flares up or becomes red. This will help determine the lifestyle or environmental factors that trigger your skin redness, and help you take steps to avoid them.

- **Cover up!** Since sun exposure is one of the most prevalent facial redness triggers, apply a daily sunscreen and grab a hat and sunglasses before heading outside for prolonged periods of time.



One of the most important things people with facial redness can do is visit a dermatologist.

- **Use the right skin care products.** From cleansing to moisturizing to sun protection, following an appropriate skin care regimen is essential in preventing skin redness. Look for products specifically formulated for sensitive or visibly red skin. Eucerin, a dermatologist-trusted brand, recently introduced Redness Relief, a four-product system designed to provide immediate redness relief while improving the condition of visibly red skin in four weeks. It can be found in major drugstores nationwide.

- **Conceal red skin the right way.** Cosmetic or skin care products with green pigments are most effective at neutralizing and evening out redness and blotchiness, yet they won't leave skin looking green. Eucerin Redness Relief offers two daily use products formulated with green Color Neutralizers to counteract and even out visible redness and blotchiness on the skin.

- **Visit a dermatologist.** Persistent facial redness can mean you have a medical skin condition such as Rosacea. A dermatologist can help you to further understand how to treat your facial redness. For more information, visit www.Eucerinus.com/rednessrelief.