

Skin Care News & Notes

Nourish Your Skin, Naturally

(NAPSA)—Younger-looking skin for many comes from a new spin on a trusted concept. More than 40 million households nationwide are now shopping organically, and as consumers look towards natural ingredients, skin care formulas boasting their benefits are more popular than ever. Looking as good on the outside as you feel on the inside has never been easier.

Research has yielded exciting findings about the multiple benefits of soy for skin, in addition to its many health benefits. Soy, in skin care formulas, has been found to improve skin's moisturization levels, increase radiance and even skin tone. The soy formulation can help to combat changes in skin texture and coloring that women often experience in their 30s, when skin is subject to the natural slowing of skin cell turnover and damaging effects of the environment.

"Soy as a topical preparation can improve the appearance of skin discolorations, which is fantastic," says dermatologist Jeanine Downie, M.D. "It not only hydrates, but also softens and smoothes skin's surface."

Look for soy in a new anti-aging treatment called Aveeno® Positively Radiant™ Anti-Wrinkle Cream, which has been clinically shown to visibly reduce fine lines and even out skin tone. Its non-greasy formulation has vitamins B5 and E to enhance skin renewal, and hydrates to leave skin naturally radiant. Aveeno®, a



Soy and oatmeal are nature's secrets for healthy, beautiful skin.

pioneer in the study of natural ingredients for skin care, also offers Positively Radiant™ Lip Enhancer with soy to improve the shape, fullness and definition of your lips. In a clinical study, consumers who tried the product said they saw better, fuller, healthier-looking lips in as little as a week.

Oatmeal is another natural ingredient that works beauty wonders. Endorsed by the Mayo Clinic, oatmeal is praised for its ability to gently cleanse and soothe skin. "I love oatmeal as a natural skin care ingredient," says Downie. "It moisturizes and coats the skin, leaving a protective film." Look for oatmeal benefits in Aveeno® body lotions, body washes and bath treatments.