

Skin Care News & Notes

Secrets For Fabulous Skin

(NAPSA)—It may seem surprising, but according to the American Academy of Dermatology, the effects of aging start to show up on your skin as early as your 20s.

The problem begins when collagen and elastin fibers that make skin firm and elastic become disconnected, causing skin to sag and wrinkle.

Fortunately, there's help from a woman who knows about beautiful skin: Phyllis George. Famous for her dimpled smile, this mother of two became known as an American beauty through her days as Miss America, first lady of Kentucky, and a pioneer female sportscaster.

"With my experiences in the public eye for so long, I recognize the importance of a healthy and glowing complexion," says George. "I hope to share what I've learned with women to give them the confidence that comes when you feel beautiful.

"Products that combine tried-and-true ingredients with modern technology have made maintaining a full skin care regimen easier than ever before," she adds.

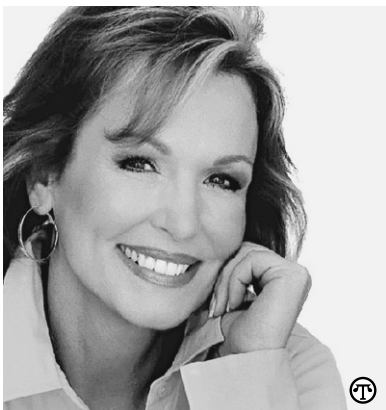
Here are a few hints:

- **Keep It Clean**—Clogged pores lead to acne and a dull skin tone. No matter what skin type you have, deep clean daily.

- **Stay In Tone**—A toner helps form a protective barrier against pollution, while hydrating and conditioning to keep skin clear and firm.

- **Renew And Rehydrate**—Environmental elements, such as pollution, wind and sun, tend to damage the skin, so use a great moisturizer like Phyllis George's Gorgeous & Glowing Hydrating Cream.

- **Save Time**—Try long-lasting products you don't have to



"Don't tell me I look great for my age: Just tell me I look great," says Phyllis George, known for her radiant skin. She hopes to show other women how to "be Gorgeous."

reapply. Used with her hydrating cream, Phyllis George's Never Stops Working Firming Serum has a special delivery system that helps serum stay on throughout your long day, keeping hard-working botanicals delivering hydrating benefits hour after hour.

- **Start From The Inside**—Promote healthy skin with proper nutrition and exercise and stay hydrated.

- **Use Targeted Treatments**—Products that treat specific areas, like Phyllis George's revolutionary Vanishing Lines Pen, give you just what you need to reduce smaller problems like fine lines and wrinkles.

Finally, skin care products enhance your own natural beauty, so be confident! It provides a naturally radiant glow.

To learn more about Phyllis George's beauty secrets and her products, tune into HSN or visit www.hsn.com.