

Skin Sense

facts from the experts

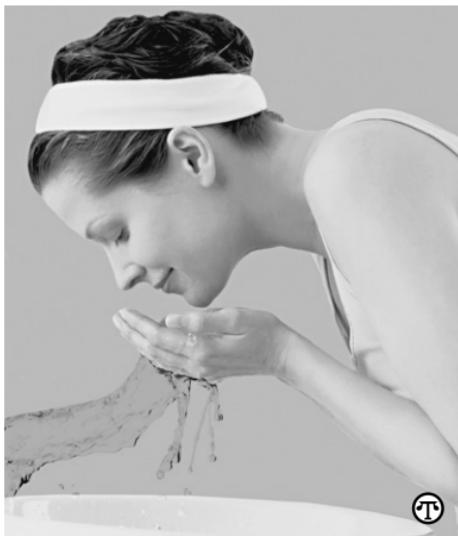
Freshen Your Complexion With Microdermabrasion

(NAPSA)—Despite the popularity of makeover reality shows, chances are you're looking for a less drastic way to improve the appearance of your skin. Most women are, which is just one reason why microdermabrasion was the third most common nonsurgical skincare procedure in 2003, according to the American Society for Aesthetic Plastic Surgery.

Microdermabrasion is a way to remove the dead, upper layer of skin cells that look dry, dull and lackluster, revealing a healthier layer of skin underneath. It requires no downtime, and can even be done on a lunch break. The result: a younger, fresher-looking complexion.

"The procedure is proven safe and recommended for all skin types, including those with sensitive skin," according to New York dermatologist Linda Franks, M.D. "In fact, 68% of women claim to have sensitive skin that is dry, chapped and can be easily irritated." The key to microdermabrasion, however, is how you treat your skin post-procedure. "Just as important as an in-office procedure is what the patient does at home on a daily basis," says Dr. Franks.

That's why choosing the right cleanser and moisturizer is essential. It's important that people who have microdermabrasion follow up with a skin care regimen comprised of products that are



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Microdermabrasion, a nonsurgical procedure, has become a popular way to revitalize tired skin.

gentle enough for newly exposed, sensitive skin. Clinical tests have shown that Purpose Gentle Cleansing Wash and Dual Treatment Moisture Lotion with SPF 15 are compatible with skin that has undergone the procedure.

Other tips for dealing with sensitive skin include:

- Wash with warm water only.
- Use your fingertips to wash your face instead of using a washcloth.
- After cleansing, apply a daily moisturizer that offers sun protection from UVA and UVB rays.

For more information, visit www.purposeskincare.com.