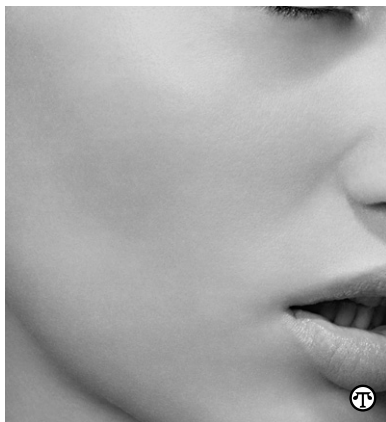


No Matter How High The Mercury Soars, You Can Weather Sultry Temperatures Beautifully

(NAPSA)—Sizzling heat, oppressive humidity, singeing ultra violet rays...the summer months can wreak havoc on a girl's complexion, not to mention any makeup she might decide to wear. But you don't have to grit your teeth and submit to greasy, blemish-prone, sun parched skin. A few simple precautions may be all you need to melt-proof your face:

- **Practice Safe Sun:** Even when you aren't going to the beach, you can still get burnt by the sun. Research shows that a substantial amount of sun damage can be caused when you least expect it, such as when you are driving, shopping or even walking to the post office. A minimum daily protection factor of 15 is recommended by the American Academy of Dermatology. Be sure to protect body parts such as eyes, ears and lips. PRADA BEAUTY SHIELDING BALM SPF 15/LIP/TINT protects lips against sun, pollution, cracking, and chapping—major summer hazards—while enhancing their look and feel. Lips are left lush, plush thanks to vitamin E, panthenol, and lightweight yet ultra-moisturizing shea butter. Available in seven shades: Dewy Pale Beige, Velvet Nude Rose, Lustrous Soft Peach, Buffed Clear Berry, Creamy Chocolate, Soft Red, and Pale Pink.

- **Time it Right:** Sunscreens that draw their protective powers



from chemicals such as octyl methoxycinnamate, octocylene, or avobenzene, need to be applied at least 30-minutes prior to sun exposure so the chemicals can react with your skin. Physical sun blocks such as, titanium dioxide or zinc oxide, on the other hand, work immediately.

- **Don't Overdo It:** While it may be tempting to use drying cleansers to sop up extra oil, it's actually counterproductive. Over-cleansing strips skin of the oil it needs to stay healthy and lubricated. When skin is stripped, it actually produces more oil in an attempt to keep it balanced. If your face feels tight and dry a few minutes after you wash it and towel off, it's time to switch to a milder cleanser.

- **Lighten Up:** Richly emollient creams and moisturizing

foundations are overkill for the sunny season. To even out skin tone without weighing it down, try a tinted moisturizer, which will work double duty by hydrating skin and giving it a hint of tint. When possible, use one with sun protection so you don't have to add another potentially pore-clogging layer of product to your face. PRADA BEAUTY HYDRATING GEL CREAM SPF 15/TINT lends a natural no-makeup glow as it hydrates with hyalauronic acid, a lightweight yet potent moisturizer. Chose from Glow, to wake up skin; Beige, for light skin; Medium for creamy and olive tones, or Bronze for darker skins or a sun-kissed look. Mini-doses come in individually sealed packages that keep out light, air and bacteria to ensure freshness.

- **Welcome Matte:** Shimmery, creamy makeup formulations will only add more grease and slide off of already shiny and sweaty skin. Stick to products that offer a powder finish rather than greasy textures which will just make your face look more over-heated. PRADA BEAUTY HYDRATING GEL CREAM/MATTE is a mattifying moisture treatment with a powder finish. It moisturizes pores, hydrates skin, yet reduces shine and diffuses skin imperfections. You'll be better able to weather summer's temperatures beautifully if you follow these fresh tips.