

Skin Sense

facts from the experts

Moisturized Skin 'Around-the-Clock'

(NAPSA)—Research shows the incidence of dry skin triples in extreme cold temperatures—outside during cold weather or even inside with air conditioning. Meanwhile, many women complain their moisturizers aren't providing long-lasting hydration and require multiple applications each day.

As life gets busier, there's less time to take care of the basics, so skin care products that go the distance are much appreciated.

Fortunately, the latest skin care technology has created moisturizers that not only help heal dry skin, but can deliver these benefits and last for at least 24 hours.

For example, St. Ives, the skin care brand women have trusted for more than 20 years, has just launched 24 Hour Moisture, a new lotion that not only replenishes moisture to the skin but actually retains it all day.

"We've been able to formulate a body lotion that meets consumers' dry skin care needs," said Jim Gonedes, vice president of skin care for St. Ives®. "Even if you miss a day, 24 Hour Moisture is still working to quench dry skin."

The lotion contains a patented Hydratein™ Protein Complex that hydrates dry, flaky skin by retaining moisture. Hydratein is a blend of proteins and amino



The latest moisturizers can leave skin feeling smooth and replenished for 24 hours.

acids positively charged to bond to damaged skin.

Following are tips from skin care experts to keep your skin beautiful all year long.

- Before applying a moisturizer, exfoliate dry, flaky skin. This will allow the moisturizer to soak into the skin and keep skin soft and smooth. Try St. Ives new Hand & Foot Scrub for rough patches on hands and feet.

- While showering, use a moisturizing bodywash that is whipped with silk proteins to keep skin smooth.

- After showering, immediately apply moisturizer to damp skin. This will maximize moisturizing effects.

- And above all, stay hydrated. Drinking 8 glasses of water a day helps moisturize your skin from the inside out.