

Skin Care News & Notes

Cool Ideas For Cold-Weather Skin Care

(NAPSA)—Your everyday moisturizer just won't cut it during the harsh winter most forecasters are predicting.

In fact, Michael Schlacter, chief meteorologist at Weather 2000, Inc., a weather prediction service, says temperatures in many parts of the country are expected to be cooler than in the past.

The combination of colder temperatures and reduced humidity in the atmosphere naturally extracts the moisture from the skin's top layer. Couple this with the low humidity of indoor heating and hot showers and skin starts to feel and look dry, tight and flaky.

That's why the moisturizer that served you so well when the weather was warm may not work as effectively now.

What to do? Dermatologists say lotions are fine for mild weather, but as conditions become colder and dryer, a rich cream can be more effective because it holds moisture on skin, helping heal very dry areas. When the weather is icy, windy and bitter cold, an ointment will protect skin from chapping and cracking. Dermatologists advise heavier, "greasier" moisturizers such as creams and ointments because these create a protective seal over the skin.

Follow these suggestions to help your skin weather the winter safely:

- Indoor heating and fireplaces extract moisture from your skin. Avoid sitting right next to heat sources and consider a humidifier.

- Seek fragrance-free and non-irritating moisturizers, such as dermatologist-recommended Eucerin®, to protect and help heal dry skin on all skin types, even very sensitive skin.

- Believe it or not, water can



You can help your skin weather a rough winter smoothly.

be drying to the skin. Take lukewarm, short showers and immediately after bathing or washing your hands, lock in moisture by applying a lotion or cream directly on damp skin.

- Choose mild soaps, moisturizing cleansers and cosmetics.

- Don't forget sunscreen. On the slopes, consider a moisturizer with a higher protecting factor, such as Eucerin's Extra Protective Moisture Lotion with SPF 30. It not only offers an effective level of sun protection, but even moisturizes for up to 24 hours.

- During severe weather, Aquaphor Healing Ointment® will protect children's vulnerable skin from wind burn and chapping. A great multi-purpose product, it also soothes cracked lips, dry cuticles and tender, red noses.

For more information, visit www.eucerin.com, www.AquaphorHealing.com and www.weather2000.com.