

TIPS ON LIPS

Daily Lip Care Best Defense Against Dry Winter Weather

(NAPSA)—Lip balms have come a long way since the late 1800s when a small candle-like wax tube wrapped in tin foil was the first product created specifically for lip protection. Yet, while the treatments for dry, chapped and peeling lips have advanced tremendously, the ravages of rough weather on lips and skin are pretty much the same.

A key to lip protection is keeping your lips moisturized as part of a daily ritual, according to Dr. Charles Zugerman, associate professor of clinical dermatology at Northwestern University Medical School in Chicago. Dr. Zugerman recommends daily and frequent use of a moisturizing lip balm.

For damaged lips, he advises using a medicated lip product. In addition to moisturizing and hydrating ingredients for replenishing natural lip moisture that's lost, a product such as Blistex Lip Ointment contains four different medications to relieve the pain, itching and discomfort of both lip sores and blisters.

Cold and dry air are not the only villains, however. The winter sun can be just as lethal when it comes to damaging lips and skin—even leading to cancer. Dr. Zugerman recommends always wearing a lip balm with an SPF (sun protection factor) of at least 15. New Blistex Pro Care, Blistex Clear Advance and Blistex Ultra Protection all have ultra high SPF 30.

Here are more tips to help keep



Licking your lips can actually dry them out, leading to cracking and chapping.

lips in tip-top shape this winter:

- Don't lick your lips. When saliva evaporates, lips' natural moisture also is depleted. Instead, moisturize regularly, applying a lip balm with actual moisture, such as Blistex Complete Moisture.

- Avoid chewing or biting bits of dead skin on lips; this only extends the healing time for damaged lips.

- Drink lots of water to keep your entire body hydrated; this also helps your lips retain moisture.

- Apply a lip balm at bedtime to help keep in moisture that gets depleted overnight.

- For dried out or flaking lips, apply a daily maintenance and exfoliation product to restore lips to a smooth, soft state. In a pinch, gently rubbing lips with a washcloth or wet toothbrush also works.

To discover what your lips are missing, or for additional information about Blistex products and important lip care, visit www.Blistex.com.