

YOUR AMAZING SKIN

Reducing The Appearance Of Unwanted Hair

(NAPSA)—In the last decade, much has been written about the health benefits of the soybean—the tiny beige or green bean of chinese origin. The benefits of dietary soy are numerous, including claims that it can lower cholesterol levels and possibly reduce hot flashes in menopausal women. All the good news about this nutritional powerhouse may leave women wondering if soy, like water, can also help them obtain healthy-looking skin.

Recent clinical studies unveiled at the annual meeting of the American Academy of Dermatology show that there is definitely an advantage to using skincare products containing soy—especially if unwanted hair is a skin-care concern. The studies show that certain soy formulations can even out skin tone and texture and make body and facial hair appear less noticeable.

And this is great news for women who say they are bothered by the appearance of unwanted hair, especially on their faces.

“The latest clinical findings around natural soy benefits are very exciting because, as a dermatologist, I see many women who are seriously affected by their unwanted hair,” said Doris J. Day, M.D., clinical assistant professor of dermatology at New York University Medical Center. “I have patients who are self-conscious; some tell me their husbands have never seen them without makeup. This new technology offers women a way to naturally and effectively deal with the appearance of their unwanted hair, while achieving other skincare benefits.”

According to a recent consumer study, 63 percent of women between the ages of 25 and 49 who have unwanted facial hair say they are deeply troubled by this condition. Study participants said the



New soy-based skincare products can help provide complete care for the skin including reducing the appearance of unwanted hair.

hair made them feel less feminine and, at times, less confident. Similar comments were made about unwanted body hair, such as is found on the forearms and legs.

Eighty-five percent of women remove hair from their lower legs at least once a week, with more than half of those women removing hair from their lower legs two or more times a week.

According to consumer studies conducted by Johnson & Johnson, women who used AVEENO® products containing natural soy found shaving, waxing and tweezing easier and less painful. They also noticed the appearance of their unwanted hair was reduced.

The AVEENO® POSITIVELY SMOOTH™ Facial Moisturizer, Moisturizing Lotion and Shave Gel work to make hair softer and less noticeable. These products also provide moisturization, leaving skin feeling soft, smooth and naturally beautiful.