

Winter Skincare Guide Tips To Get Through The Colder Months

(NAPSA)—According to the Farmers' Almanac, which has been making weather predictions since the early 1800s, tough weather conditions are on the horizon for all regions across the country. Snow, dryness, high winds and extreme changes in temperature which greatly impact the condition of skin can be expected throughout the United States this winter.

Knowing the forecast in advance can help women prepare their skin for the colder months. Typically, skin tends to be drier in winter. However, women can have beautiful, healthy skin all season with a proper winter skincare routine.

According to Dr. Linda Stein Gold, Division Head at the Department of Dermatology, Henry Ford Hospital in Michigan, "Modifying your beauty routine based on seasonal skincare needs can be your best weapon against dry, dehydrated skin."

Here, Dr. Stein Gold shares some tips to keep skin looking its best, despite anticipated regional winter weather conditions.

- Falling temperatures and snow don't mean that sun protection isn't necessary. Snow reflects sunlight, intensifying UV projection onto the skin, even when the sun's rays don't feel so strong. According to Dr. Stein Gold, "To help prevent sun damage which can cause future lines and wrinkles, it is best to use a moisturizer which defends against the sun's harmful rays." For example, Olay Complete UV Defense Moisture Lotion with Vitamins C&E contains ingredients that provide broad spectrum protection from UVA and UVB rays while keeping skin soft and supple.

- Wind is a drying element that can leave facial skin dehydrated and flaky. According to Dr. Stein Gold, "Cleansing too often can worsen dry skin so it's impor-



tant to use a gentle facial cleanser that doesn't strip away its protective moisture barrier."

- "Low humidity can deplete moisture from the skin's outer layer, leaving it parched, red and irritated. Therefore, moisturizing year-round is key to preventing severe dryness in winter," says Dr. Stein Gold. "While most women always remember to moisturize their face, they often forget the rest of their body." It's critical to use a high performance body lotion that deeply moisturizes skin. A body lotion such as Olay Total Effects Body Visible Anti-Aging Treatment contains Vitamin B3, a breakthrough ingredient that fights multiple signs of aging by intensely hydrating skin to help boost its natural moisture level. www.oly.com is a great resource for more information about skin health.

- Be prepared with the right products to help you adapt to changing weather conditions. Dr. Stein Gold recommends using a night cream to replenish moisture lost during the day. While appropriate for sticky summer months, using a toner or astringent may be too drying and may need to be put away for the winter season.

Follow these skincare tips for healthy and glowing skin throughout the winter months and beyond, no matter what the weather!