

Sally Beauty Sc p

Sally Keeps Summer Skin Smooth, Soft And Safe From Sun

(NAPSA)—Summer's the time to show off your skin with bare feet, bare legs, bare shoulders.

To be sure the skin you're showing is soft and smooth, shield it from the elements. Hot weather, sun, chlorine and salt water all have an impact on skin, so it's important to protect it from showing the effects of exposure.



Ernie McCraw

According to Ernie McCraw, director of beauty education for Sally Beauty Company, the number one, absolutely inflexible, rule of summer is: Don't go out without sunscreen.

He recommends people pick up a tube of Beyond Belief Anti-wrinkle Sun Protection and use it frequently. This pleasant-smelling cream reduces the effects of both UVB and UVA rays.

When you use sunscreen, don't forget to reapply it after swimming or sports activities, to maintain protection. Also, remember that reapplying doesn't lengthen the time you can safely spend in the sun. It simply reestablishes your original level of protection.

McCraw says if you want your skin to look its best in bare sundresses, leg-revealing shorts and strappy sandals, think exfoliation. Ridding your skin of dead cells and surface contamination helps bring out its beauty. Sally Beauty Company has a variety of exfolia-

tors for different parts of the body.

McCraw recommends using Bath Secrets exfoliating gloves to gently polish your skin, every time you shower. To give it an even better buff, he suggests Scents of Wellness Body Polisher Salt Glow. It's made to soften skin, as the aromas of violet, jasmine and coriander lift the spirits.

McCraw says the regenerating benefits of Beyond Belief ABH Deep Pore Exfoliating Therapy will help the face look its best.

Once your skin is polished to perfection, it's a good idea to lavish it with moisture. Sally has a number of choices. From Scents of Wellness, you can choose Silk Essence Body lotion for all-over smoothness and Whipped Silk Body Butter for problem areas. Beyond Belief offers Extra Strength Moisturizing lotion with alpha hydroxy acids to refine and smooth.

Beyond Belief ABH Oil Free Moisturizer improves the quality of skin with alpha beta hydroxy acids, without clogging pores. Vitamin C Daily Moisture Plus SPF 15 uses the power of vitamins to clarify and nourish skin as it reinforces sun protection.

Both collections are available exclusively at Sally Beauty Supply stores.

If you have a beauty question, e-mail McCraw at asksally@sallybeauty.com. To find a store in the area, call 800-ASK-SALLY or go to www.sallybeauty.com.