

Skin Sense

facts from the experts

Bad Skin Days Are A Reality For Women Everywhere *Forget About Bad Hair Days, National Survey Says Bad Skin Days Send Women Into Hiding*

(NAPSA)—We've all had "bad hair days," but in a new nationwide survey conducted by Harris Interactive, more than 1,000 American women aged 30-64 shared opinions about what it means to have a "bad skin day." Designed to explore the lengths that people will go to achieve great skin, the survey was conducted on behalf of Lubriderm Skin Renewal, a line of anti-aging skin care solutions.

According to the survey, women sometimes take unconventional measures to combat "bad skin days," marked by pimples, flaking or peeling skin as well as blotchy, uneven skin tone that may appear as we age. Approximately one in five said they have actually stayed home or cancelled plans with friends or a date.

Leading Beverly Hills celebrity dermatologist Peter Kopelson explains, "As women age, the natural renewal process gradually slows down. New cells are being produced at a lesser rate, causing fine lines and wrinkles to appear along with other signs of a 'bad skin day.' The solution is simple. Choose products formulated to help address two essential skin care basics—moisturizing and cell renewal, also called exfoliation."

Here's what else the survey revealed:

Making a Mountain Out of a Molehill:

Take a really close look in the mirror! One in four women said a pimple that only they can see represents a "bad skin day." Develop a simple skin care regimen with multi-benefit products that moisturize, exfoliate and may offer sun protection. For example, Lubriderm Skin Renewal re-hydrates skin with rich moisturizers and renews skin by accelerating the natural renewal process/cell turnover (exfoliation) to reveal soft, smooth, younger, healthy-looking skin.

Laugh Lines are no Laugh Matter:

29% of women ages 50 and



For many women, attaining (and maintaining) beautiful skin is a primary goal.

older said the onset of deepening laugh lines were signs of a "bad skin day," and 17% of 40-49-year-olds plus 14% of 30-39-year-olds agreed. So would they sacrifice a good laugh for good skin? Maybe; maybe not. But 60% of women said they would give up chocolate (33%) or their morning coffee (29%) for more good skin days.

Celebrity Skin Defies March of Time:

Whether they're aging gracefully or barely aging, celebrities seem to be defying the march of time. Women surveyed awarded top honors for the most radiant, youthful-looking skin to 43-year-old Michelle Pfeiffer and 30-year-old Jada Pinkett Smith (18% each). Don't count out other beauty icons. Sixty-one year-old Raquel Welch came in a close second (17%).

"Skin care is changing, and with Lubriderm Skin Renewal, we're offering women gentle and effective solutions that will give them more 'good skin days,'" said Angela Gibbs, Lubriderm Skin Renewal product manager.

For more information on anti-aging skin care products, call 1-800-223-0182.