
Healthy Skin in Two Simple Steps

Cleaning And Moisturizing For Beautiful Skin

(NAPSA)—Last year, consumers spent a whopping 7.2 billion dollars on skincare products.

Surprisingly, however, according to research by the skincare experts at Olay, most women do not take proper care of their skin on a regular basis.

Olay research revealed that:

- Only 10 percent of women follow a basic evening skincare routine consisting of make-up removal, cleansing and moisturizing.

- Only 49 percent of women start their day with proper cleansing and moisturizing.

- Only 21 percent of women use a daily moisturizer containing sunscreen.

Why are so many women spending so much on skincare yet still neglecting their skin?

Some may not be familiar with proper skincare techniques while others may shy away from a process that appears too involved. But achieving great-looking skin is easy and doesn't have to take a long time.

According to Dr. Maritza Perez, Director of Cosmetic Dermatology at St. Luke's-Roosevelt Hospital Center in New York, great skin is easy to attain with a simple, effective skincare routine that takes less than five minutes a day.

"An effective daily skin care routine is as simple as completing two easy steps—cleansing and moisturizing," explains Perez. "Cleansing loosens the build-up of oil, dirt and dead skin while mois-



The right cleanser can remove make-up, and clean, exfoliate and condition skin.

turizing forms a protective barrier between the skin and the environment which hydrates the skin."

For the most thorough two-step routine, look for both a cleanser and moisturizer that offer multiple benefits.

Olay Daily Facials, available in three versions including new Sensitive Skin, remove make-up, cleanse, exfoliate and condition all in one easy step.

Olay Complete UV Protective Moisturizer is a moisturizer and sunscreen in one, so skin has what it needs most to stay younger looking and beautiful. These two simple steps are effective, time-saving and work well for most skin types to ensure beautiful, healthy skin.

For more information on how to obtain beautiful skin and product samples, log on to www.olay.com.