

Skin Sense

facts from the experts

Winter Weather Alert: Drying Conditions Ahead

(NAPSA)—With cold winds blowing, heaters blasting and hot showers running, winter is hardly a wonderland for the skin. Despite the damage cold weather can do, knowing winter's obstacles ahead of time and how to overcome them can help ensure skin stays healthy even when the mercury drops.

Relative humidity plummets in the winter, causing air to become extremely dry. The drier the air becomes, the more moisture it steals from skin. Loss of moisture causes skin to become dry, flaky and sensitive—and more susceptible to additional injury from the elements.

"Winter's low humidity, colder temperatures and chapping winds can truly wreak havoc on the skin. This is exacerbated by forced air-heating in homes, offices and cars," says dermatologist Deborah Sarnoff, MD.

Dr. Sarnoff says it can be helpful to use a humidifier to prevent air from robbing the skin of moisture and she recommends taking cooler, shorter showers and baths. "However the best way to prevent and treat dry skin," she says, "is with a moisturizer."

To treat and prevent dry skin Dr. Sarnoff says dermatologists, pharmacists and pediatricians most frequently recommend the moisturizer Eucerin. The cream can be used by people with sensitive skin because it is fragrance and colorant-free, non-comedo-



Keeping skin properly moisturized can help protect it from the winter elements.

genic and non-irritating. In fact, Eucerin Original is made with only seven ingredients.

"Applying an emollient moisturizer like Eucerin Original immediately after bathing, when the skin is damp, helps to form a barrier that traps water and prevents moisture loss. Daily use of a light moisturizer that replenishes lost lipids, like Eucerin Daily Replenishing Lotion, is effective for restoring the skin's damaged top layers and rehydrating skin," adds Dr. Sarnoff.

For repair of dry, flaky skin, doctors recommend Eucerin Plus Alpha Hydroxy Creme and Lotion, which gently moisturizes and exfoliates.

For more information on dry skin care visit www.eucerin.com.