Skin Care News & Notes

Soy Evens Skin Tone And Texture

(NAPSA)—When you think of soy, you probably think health food. From tofu to soymilk, the nutritional benefits of this mighty little bean have been well documented. Now, there is promising research into the new benefits of soy...for the skin, according to new findings released at the American Academy of Dermatology Meeting in Washington, D.C.

"This new research shows that soy has even greater benefits for the skin than researchers and physicians previously understood," says Jeannette Graf, M.D., a clinical researcher on soy and a dermatologist in private practice.

According to recent research by the Skin Research Center at Johnson & Johnson Consumer Companies, Inc., soy proteins can even out skin tone and texture and reduce the appearance of a wide variety of skin discolorations, such as age or sun spots.

"This is exciting news in dermatology. Skin discoloration is one of the most difficult problems that dermatologists treat. Current therapies are often irritating, ineffective and expensive. This new discovery opens many new options," according to Dr. Graf.

Additionally, these new findings demonstrate that soy reduces the appearance of redness caused by acne and sun exposure. It also seems gentle enough for every-day use.

Studies show soy evens skin tone and texture, reduces skin discoloration and is not irritating to skin.

These benefits of soy are captured in a line of facial care products just introduced by AVEENO®, a pioneer in the study of natural ingredients for efficacious skin care. The moisturizers in this line contain naturally-active soy extracts with Vitamins A and C and are clinically proven to even skin tone and texture, resulting in brighter, more radiant skin. These are the first soy-based products available in mass market outlets.

"Patients now have easy-to-use and affordable options to treat bothersome skin discolorations. Even more exciting, research has only begun to understand the benefits of soy for skin care, and the future holds the promise for more exciting discoveries," says Dr. Graf.