

Winter Skin Savers

Expert Skincare Tips

(NAPS)—Winter has arrived which means skin can become dry, chapped and irritated. The skincare experts at Olay offer some tips to help tame the harsh hand of Old Man Winter.

- **Wear sunscreen**—The sun's damaging rays are ever present during the winter months so don't forget to protect your skin with an SPF of at least 15. A good way to keep yourself covered is by using a moisturizer that offers broad spectrum protection from UVA and UVB rays such as Olay Complete UV Protective Moisturizer.

- **Drink plenty of water**—Hydration is important for skin's health all year long and especially during the winter months. Make sure to drink plenty of water to maintain internal hydration and skin's moisture.

- **Exfoliate winter skin**—Gently exfoliate to lift away dry, dead skin cells. An easy way to exfoliate while you cleanse is with Olay Daily Facials—a lathering cleansing cloth that cleanses, conditions, exfoliates and removes make-up all in one easy step. Following exfoliation, be sure to generously moisturize the newly revealed skin.

- **Moisturize and protect skin**—Stay steps ahead of the dry



skin game by using moisturizing body cleansers such as Olay Daily Renewal Body Wash. After showering, be sure to pat skin dry as opposed to rubbing with a towel which can absorb moisture. A good bed-time ritual to try: apply a creamy moisturizer or petroleum jelly to hands and feet and cover with gloves and socks. Not only will it keep you warm and toasty while sleeping during the cold season, but your hands and feet will be softer, smoother and more hydrated during the day.

- **Don't forget the humidifier**—Before snuggling up in bed, don't forget to fill the humidifier with enough water to last the night. This will help maintain skin's moisture.