

## Tips On Keeping A Youthful, Healthy Look

(NAPSA)—Saving the skin you're in from premature aging can be somewhat simpler if you follow a few hints.

### What You Can Do

- Protect yourself from the sun and its ultraviolet rays, which age and damage skin. Guard your skin every day and especially during the summer, specifically between 10:00 a.m. and 4:00 p.m., when sun exposure is at its highest.

- The American Academy of Dermatology advises: Don't smoke. Cigarette smoking causes biochemical changes that accelerate aging and prevent skin from getting vitamin A, which is essential to healthy skin.

- Eat plenty of fruits and vegetables. Rich in antioxidants and nutrients, fruits and vegetables replenish the nutrients your body and skin need like vitamins A, C and E. Also, drink lots of water to keep your skin hydrated.

- Moisturize daily. As you age, fluctuations in hormone levels, particularly estrogen, can reduce collagen production, which affects skin's structure and firmness. In addition, elastin and hyaluronic acid, a natural moisturizer in the skin, decreases. By moisturizing each day, you will help replenish your skin of what it has lost.

- Exfoliate two to three times a week. Cell regeneration and circulation also become sluggish as you age. Exfoliating helps to slough off dead skin cells and even skin tone, while prepping the skin to more effectively absorb treatments applied afterwards.

- Get your "beauty sleep." Research has found that people who get a good night's sleep look more attractive the next day.

### What To Look For

Next time you are in the drugstore aisle, look for these beauty essentials:

1. A broad spectrum sunscreen with an SPF of at least 15. After 33 years of consideration, the Food and Drug Administration



**It's a bright idea to protect your skin from the aging effects of time and sun with a daily moisturizer.**

issued new regulations this year that will impact how sunscreen manufacturers label their products. Specifically, the FDA is demanding that sunscreens protect equally against UVA and UVB rays to meet "broad spectrum" protection standards. UVB rays cause burning, while UVA rays cause wrinkling. Both cause cancer. In addition, only sunscreens that have an SPF 15 or higher will be allowed to maintain the claims that they help prevent sunburn and reduce the risks of skin cancer and early skin aging.

2. Double-duty products— Check labels to ensure the products you are purchasing are packed with anti-aging ingredients and deliver essential vitamins and antioxidants. Look for ingredients such as niacinamide, or vitamin B3, pro-vitamin B, vitamin E and vitamin C. Try the Olay Total Effects Daily Moisturizer with SPF 15, which contains a unique antioxidant complex and provides seven age-fighting benefits in one formula. In addition, it reduces free radical-induced damage to skin's surface. (The two most common sources of free radicals are UV exposure and car exhaust.)

### Where To Learn More

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