

# Women's Health NEWS & NOTES

## Women Today More Aware of Skin Care Needs Modern Technology Offers New Solutions

(NAPSA)—Until recently, women had to accept age-related changes in their appearance such as wrinkles, sagging skin and cellulite. A variety of lotions and potions were available, but they were usually costly and often not especially effective.

Today, the picture is quite different. A recent survey of dermatologists and fitness and make-up professionals found that women are taking notice of the signs of aging in their skin and they want to do something about it. Commissioned by RoC® Skin Care, the survey found that 95 percent of the professionals who responded have patients or clients who, within the last five years, have become considerably more aware of their skin care needs and how to meet them.

### The Information Age

Women today are on a mission to get advice and information about how to combat the signs of aging. For example, 94 percent of respondents said women often ask how they can achieve younger, more radiant looking skin and 92 percent said patients or clients ask how to achieve firmer, more supple looking skin. The findings show that women are concerned about skin aging and don't know where to find effective products.

### A Firm Stance

Research shows that 50 percent of women over the age of 35 experience sagging facial skin, one of the first signs of aging. Sagging skin is defined as skin that shows a loss of the firmness and elasticity typically found in youthful, healthy skin.

Methods for counteracting sagging skin range from cosmetic surgery to the use of commercially available treatment products. One of the most recent advances in this area is dimethylaminoethanol (DMAE), a firming nutrient naturally found in the body. DMAE is a



key ingredient in RoC® Protient Actif Pur™ Daily Firming Treatment, which starts to work immediately to visibly lift, firm and tighten skin in just eight weeks.

### The Body of Evidence

Another key concern for women as they age is cellulite, an accumulation of excess fat cells that results in visible fat nodules. Cellulite occurs in 95 percent of women worldwide. Until now, women have had to rely on products that reduce the appearance of cellulite mainly by draining off excess moisture or hydrating and plumping the skin's surface. However, RoC® has made recent advances in the use of Retinol technology to treat the appearance of cellulite and by harnessing the power of Retinol, it's produced a breakthrough formulation that helps make skin appear firmer and smoother.

Regardless of the products a woman chooses, the most important part of any skin care regimen is consistency. When an effective product is used as part of an ongoing regimen, it is much more likely to produce visible, long lasting benefits.