

NEW GENERATION MOISTURIZING

(NC)—Skin is our largest organ. It defines the boundary of our physical body. Unfortunately, the passing years take a heavy toll on that silky smooth baby skin we were born with, and especially its ability to remain moist and feel supple.

About one in five people suffers from severely dry skin, and that number is growing year by year. In the past, the problem mainly affected people over 40, an age when skin starts producing less natural oils. But lately there has been an increase of dry skin among



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young people as well, probably due to genetic and/or environmental factors – tightly sealed buildings, dry heating in winter and air-conditioning in summer – all of which reduce humidity. Poor diet, and especially deficiencies of Vitamin A and the B vitamins, can also contribute to dry skin.

The good news is there's a quiet revolution going on in the way moisturizers are being designed and manufactured. Scientists have discovered a process of combining moisturizing ingredients into a structure that closely resembles the structure of the skin itself, and especially the part of skin that locks moisture in.

Healthy skin releases an oily substance called sebum to keep itself moist, supple and waterproof. Normally, healthy skin uses sebum and natural oils (lipids) to form a protective barrier that prevents foreign substances like dirt and bacteria from entering the body *and* retains moisture inside the body.

Even though skin is relatively thin, it usually does a very good job of keeping bad things out and moisture in. But when the barrier becomes damaged, your skin starts to lose moisture and dry skin turns into a chronic problem that keeps coming back, no matter how much conventional moisturizer you apply.

Potential causes of damage to your skin's protective barrier include:

- frequent use of soaps or shower gels
- some conventional creams that can actually remove natural oils from the skin
- frequent contact with water or chemicals.

The main goal of new generation moisturizing is to help regenerate the skin's damaged barrier. Studies have shown that regular use of this kind of moisturizer helps replenish the lost lipid content of the skin *and* helps restructure the skin's damaged protective barrier, so much less moisture is lost.

If you have a dry skin problem, ask your doctor or pharmacist to recommend a new generation moisturizer and see if it works for you. One such product, called IMPRUV Cream, has recently become available in Canada. IMPRUV Cream helps restructure

and maintain the skin's protective barrier. Hypoallergenic, non-sensitizing, non-stinging, and containing no dyes or perfumes, IMPRUV Cream is ideal for all ages, including children.

In addition, there are a number of steps you can take to help minimize your dry skin problem:

- Bathe no more than once daily, using warm (not hot) water
- Keep baths or showers short
- Use as little soap as possible, and make sure it's a mild cleanser, or one recommended by your doctor
- Dry your skin gently – pat, don't rub!
- Avoid skin care products that contain alcohol
- Use a humidifier to keep the air in your home or workplace from getting too dry
- Drink plenty of water throughout the day.

If these measures do not help relieve your dryness and itching, see your doctor. He or she can recommend an appropriate treatment.

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