



## did you know? Weathering Winter Skin

For many, the winter months bring dry, itchy, tight feeling skin that lacks the glowing, youthful appearance seen in warmer months. Why? As the temperature drops, our skin is bombarded with forces that cause dryness and leave it feeling and looking a bit lackluster. Central heating reduces indoor humidity, while outside cold, dry, windy weather strips skin of its moisture. Often the worst damage is caused when the harsh glare of winter sun off of snow and ice increases exposure to harmful UV radiation. While the combined effects of indoor and outdoor conditions may just leave some skin in need of a little extra TLC, for others the effects can be as severe as cracking, flaking, and even eczema. Following a few simple suggestions, however, makes it easy to maintain healthy, glowing skin even when winter throws its worst at us!

### Symptoms of Dry Skin

- Skin tightness
- Skin appears dull and less supple
- Rough skin
- Scaling, Flaking, or peeling skin
- Cracking that may bleed if severe
- Itching
- Redness

### Common Causes of Dry Skin

- Dry air from central heating
- Hot water & frequent bathing
- Harsh surfactants & cleansers
- Not enough moisturizer
- Harsh weather
- Sun exposure
- Age & genetic conditions



Dry skin is easily aggravated - once the natural barrier layer is disrupted, more substances are likely to cause skin damage or irritation. Avoid the discomfort of tight, dry, flaky skin this winter by making some small changes to your routine that prevent damage & keep your skin healthier all winter long.

What causes dry skin? The stratum corneum is a layer of skin cells and natural oils that resides on the outmost portion of the epidermis. This layer forms a protective hydro-lipid barrier system to both prevent moisture loss through evaporation while protecting against invasion from foreign substances (such as bacteria). When the stratum corneum is disrupted, the skin is not capable of retaining the moisture levels necessary for proper skin function; breaks in this protective outer layer make skin more susceptible to irritation and infection. So what can disrupt the stratum corneum and natural hydro-lipid barrier? Common culprits include soaps with harsh surfactants, using hot water to bathe, and harsh environmental conditions that stress skin and strip it of its natural oils. Skin dryness can also be genetic, and tends to become more severe as we age.

## APRIORI BEAUTY'S 5 SIMPLE TIPS FOR WEATHERING WINTER SKIN DRYNESS



**Don't Forget Your Lips!** The skin on your lips is unique from other areas because it doesn't produce sebum. Harsh conditions during the winter, therefore, mean your lips are even more susceptible to dryness and chapping. To ensure soft, supple lips all winter long, be sure to use a moisturizer designed specifically for the delicate lip area, such as **Celloxilin® Eye+Lip Age Eraser** from Apriori Beauty®. Another tip for getting silky smooth lips: Gently scrub your lips with **Celloxilin Enzyme Activated Micro Scrub** before applying Eye+Lip Age Eraser. The soothing beet sugar crystals with help remove dry, flaking skin, while reducing inflammation! Carry around a 30 day sized Eye+Lip Eraser as a fantastic substitute for less effective lip balms.

**INVEST IN A HUMIDIFIER!** | No, it's not a part of the Apriori Beauty product lineup, but this simple piece of equipment can help return moisture to the air in your home or office, decreasing the drying effects of central heating. If you don't have a humidifier, boiling water can also serve to return moisture to the air.

**CLEANSSE GENTLY!** | Mild cleansers and warm water are the key! A long, hot shower or bath definitely feels great at the end of a cold day outside. Unfortunately, hot water and harsh surfactants are highly effective at breaking down the natural hydrolipid layer that protects skin. Without this layer, skin is less capable of retaining moisture and more susceptible to irritation and damage. To avoid drying out skin choose a gentle cleanser (such as Celloxilin Creme Cleanse), use warm water, and keep showers short and sweet! To achieve the best results, continue your skin care regimen immediately after cleansing to lock in moisture absorbed during rinsing!

**MOISTURIZE MORE OFTEN!** | Cold, windy weather outside and dry, heated air inside suck moisture from skin during the winter months. As soon as the heater goes on, you should consider making small changes to your skin care routine that help maintain healthy skin moisture levels. First, apply moisturizer more often if your skin is feeling dry and tight. This applied to your face and your body, especially areas that are prone to dryness like the hands, elbows, knees, and feet. Moisturizers should always be applied when skin is still damp to help seal in moisture, and seek out products with powerful humectant ingredients (such as Hyaluronic Acid and Tremella Fuciformis in the Nutrient Reservoir) to help your skin draw in and retain moisture.

**BE DILIGENT ABOUT YOUR SUN PROTECTION!** | Clouds and shorter days don't mean it's time to ditch your sunscreen. Not only do we experience UV exposure from above, snow and ice provide the perfect surface for reflecting UV rays up onto our skin from the ground. UV damage only worsens the effects of harsh weather conditions and dry air. A sunscreen that provided superior moisturization during this time of year is essential if you want to avoid the compounded effects of sun damage and dry skin! Apply a moisturizer with broad spectrum, UVA/UVB protection every time you go outside.

**EXFOLIATE!** | Exfoliation will help clear away dead, dry skin cells that build up during the winter, making skin underneath more receptive to the benefits of moisturizing products. Remember - don't over exfoliate! When used too frequently, exfoliating products begin to strip away and damage healthy skin cells at the surface; resources from deeper skin layers are then necessary to help in the repair and regeneration processes. Depending on your skin type, 1 to 3 times per week is enough to promote healthy skin cell turnover and get the most out of your moisturizer!

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