

Autumn Skin Care

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We all know that wintry weather plays havoc on your skin, stripping its natural moisture barrier, causing the top layer to dry out. But, it is a common misconception that the coldest months – January and February – are the most drying. In fact, by the New Year your skin has acclimatised to the colder weather, it's actually during autumn^[1], as humidity levels fall, that you'll notice your skin changes.

Central heating also sucks the humidity from the air and strips the natural moisture from your skin, further drying and sensitising it. According to dermatologist Dr. Leslie Baumann:

"When the relative humidity inside drops below 60 percent, your skin begins to lose moisture, causing you to feel dryness and itching... Changing your skin care regime to address the change in humidity is an important factor for maintaining healthy skin."^[2]

Suggested feature angles :

*How autumn weather affects your skin

*Top tips for healthy autumn skin

*Products for healthy autumn skin

Sanex understands skin and that sometimes your skin needs a little help to keep it looking healthy. That's why all Sanex products are designed to actively work with your skin, to help maintain healthy skin naturally.

REFERENCE SOURCES:

[1]http://www.ivillage.co.uk/beauty/skincare/dermatology/articles/0,,547682_183244,00.html

[2] <http://www.mircette.com/yourstyle/articles/Beauty/Beauty022004.html>

Tips for Healthy Autumn Skin

1. Avoid using central heating when possible – opt for extra layers of clothes and hot water bottles at night. If you can't go without heating, keep it low
2. Use a humidifier in your home or place damp towels on radiators to help add humidity to the air
3. Dry plenty of water – the recommended daily amount is 6-8 glasses
4. Help your skin maintain its natural moisture balance by using mild, soap free washing and bathing products, such as Sanex Dermo Moisturising Shower Gel or for sensitive skin Sanex Dermo Sensitive washing

and bathing products (see below for more information)

5. Limit your showers and baths to 10-15 minutes

PRODUCT INFORMATION:

Sanex Dermo Moisturising shower gel has a non-greasy formulation with dermo oils to help skin maintain its natural moisture balance. Sanex Dermo Moisturising shower gel helps to moisturise and soften, protecting your skin from dryness.

Sanex has also created a Dermo Sensitive formulation which contains Lactoserum, an ingredient rich in milk proteins. Sanex Dermo Sensitive is a mild and gentle formula, which helps soothe and care for delicate skin. The Dermo Sensitive formulation is available in a lightly perfumed and soap free Shower Balm, plus new Foaming Cream Bath and Handwash.

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