

Maintain skin moisture with a shielding lotion

No matter the weather, the same basic rules apply to skin care: use natural cleansers that do not contain harsh chemicals, and if you are out in the sun apply a sunscreen. Finally, keep your skin moisturised with a good shielding lotion.

The level of moisture in the air is higher in winter than in summer, and this has a significant effect on the skin. Dermatologists often recommend switching from lotion- to cream-based skin-care products in the summer. However, although creams are supposed to better guard against moisture loss, they often contain harsh and drying chemicals. As a result, instead of moisturising the skin, they simply make it feel moist. Underneath the layer of cream the skin is still dry.

The best solution for combating moisture loss is a shielding lotion. A good shielding lotion treats and prevents dry skin by bonding with its outer surface to form a protective layer. This not

only locks in the skin's natural moisture, but also prevents it absorbing drying chemicals and pollutants. Observing skin care basics and using a good shielding lotion will ensure that your skin stays moist throughout the year.

The best-selling shielding lotion in the US is 'Gloves in a Bottle', and there is only one other similar product available, 'Skin MD Natural'. The difference between shielding lotions such as these and skin protectants is significant.

'Gloves in a Bottle' has undergone stringent efficacy testing. Only one other shielding lotion has been shown to be hypoallergenic, using human patch testing conducted by independent laboratories and dermatologists – 'Skin MD Natural'.

■ For more information on Gloves in a Bottle visit www.giab.co.uk or phone 0800 389 4710

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