

Winter Skin Care Brands Editors are Buzzing About

The harsh cold and wind is dreadful on our skin often leaving it feeling uncomfortable and looking dry...what to do?

For starters make sure to wash your face with a gentle cleanser. Beauty editors are buzzing about Aveeno®'s Ultra-Calming Moisturizing Cream Cleanser. It utilizes feverfew which calms irritated skin. Follow it up with the Ultra-Calming Moisturizer with SPF 30 — a must for sun protection, even in the wintertime!

Another tip, use lukewarm water in the shower or bath. Hot temps deplete the skin of moisture and consider using a shower gel or foam with hydrating ingredients. If you are looking for an extra dose of moisture to soothe itchy skin, try a bath treatment that contains naturally soothing ingredients, like oat. But be sure to limit your time soaking to no more than 20 minutes.

And always moisturize afterwards. For severely dry skin, try an ointment offering long lasting moisturization and protection. This Lubriderm® Intense Skin Repair is clinically shown to protect skin from drying out in cold weather. Use it daily to relieve cracked skin.

Now you're ready to face winter head on!