

The inside scoop:

Dry Skin

Dry Skin 101

Happy skin is hydrated skin. We all have a natural moisture barrier on the surface of the skin to help lock-in hydration. Our bodies are pretty smart, huh? Skin needs this moisture to stay soft and healthy, but if it feels dry and irritated, it usually means that this barrier has been stripped away or compromised in some way, most commonly with harsh cleansers or even in extreme weather conditions. So, help shoppers focus on strengthening the moisture barrier with the INSIDER information below to say 'goodbye' to dry skin!

Causes of dry skin



Weather

Cold temperatures and dry air.



Heat

Central heating, space heaters, and fireplaces reduce humidity in the air.



Hot baths and showers

Increased exposure to hot water from showers or baths.



Harsh soaps and detergents

Products that can also remove moisture.



Certain skin conditions

It might be more than just dry skin. If unsure, consult a dermatologist.

INSIDER TIPS

- Drink water—lots of it!
- Limit exposure to cold
- Limit showers to 5-10 minutes
- Use warm water, not hot
- Apply moisturizer within 3 minutes of cleansing, especially after showering
- Exfoliate face and body to remove dead skin
- Consider adding an oil to your routine
- Moisturize at least twice per day with Neutrogena[®], the #1 dermatologist recommended facial moisturizer brand
- Use products with gentler formulas