

BE A "BEAUTY SLEUTH." HOW TO FIND THE BEST BEAUTY BUYS FOR YOUR SKIN THIS WINTER

The trick to spending *less* and getting *more* for your beauty dollars this winter is to learn to read labels. According to dermatologist, Zoe Diana Draelos, M.D., this winter's "beauty sleuth" should be combing the drugstore shelves looking for products that feature glycerin and ceramides among the first five to ten listed ingredients. "That's an indication that there is a large percentage of these extremely beneficial ingredients in the formula," says Dr. Draelos. "It helps to ensure a better rate of success."

The skin is made up of many different components and ceramides are among the most important. Ceramides account for up to 40% of the matter in skin cells. Because they play a crucial role in your skin's ability to retain water, they are especially beneficial during the cold winter months when low humidity levels pull every bit of water from your skin, leaving it dry, rough and cracked.

Now, however, there are new products that can help to significantly hydrate your skin. New **CeraVe™ Moisturizing Lotion** and **CeraVe™ Moisturizing Cream** from Coria Laboratories deliver **ceramides**, along with **hyaluronic acid, dimethicone, glycerin** and **water** in a patented delivery system called MVE helps ensure that the ingredients are delivered efficiently into the skin. This new MVE delivery system allows the ceramides and other ingredients to unravel gradually in the skin, and in clinical skin

Be a Beauty Sleuth/2

moisturization testing*, was shown to produce a continuous moisturizing effect that's measurable hours after application.

It is also important to make sure that your daily facial cleanser is up to the task of combating winter dryness. **CeraVe™ Hydrating Cleanser** is gentle enough for sensitive skin because it is 100% soap-free and fragrance-free. It efficiently whisks away daily dirt, grime and makeup without leaving skin feeling stripped or robbed of its own natural lipids.

So, this winter, head to the drugstore for the best beauty buys at the most beautiful prices. It's the place to find everything your skin needs.

For more information visit www.ceraVe.com.

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*Reference data on file