

THE INSIDE SCOOP ON FINDING A GREAT MOISTURIZER THIS WINTER

Here's a Hint: Look for Ceramides

If all moisturizers were created equal, it wouldn't matter what you applied to your skin. But, all moisturizers are not the same and finding the one that's really right for your skin is often times a complicated task.

"Dermatologists know that there is one very important ingredient to look for in an effective moisturizing product," explains North-Carolina based dermatologist, Zoe Diana Draelos, M.D. "It's ceramides. They exert a powerful influence on the ability of a moisturizer to make your skin feel soft and smooth."

Ceramides account for up to 40% of the matter in skin cells and play a vital role in the skin's water retaining capacity, which can often be damaged from aging and sun exposure. Ceramides play a crucial role in the skin's water retention properties by acting as barrier, trapping water and preventing excessive water loss.

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 that helps to ensure that the ingredients hit their desired target. This new MVE delivery system allows the ceramides and other ingredients to unravel gradually in the skin, and in clinical skin moisturization testing, was shown to produce a continuous moisturizing effect.

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“Every winter people spend hundreds of dollars on products that either under-perform, feel tacky and are, therefore, cosmetically unacceptable, or wear off too soon after application,” said Dr. Draelos. “The trick to spending less and getting more for your money is to learn to read labels. An informed consumer should look for glycerin and ceramides among the first five to ten ingredients. That’s an indication that there is a large percentage of these extremely beneficial ingredients in the formula. It helps to ensure a better rate of success.”

Another insider’s tip is to discard the notion that an effective moisturizer should feel heavy and greasy. “Greasiness is not a measure of a good moisturizer,” explains Dr. Draelos. “Today’s advanced technology allows these types of products to be light to the touch and `easy to wear.’”

For winter-minded moisturizer hunters, the time to stock up is now, before the humidity drops low and icy winds begin to blow. The place to look – your local drugstore!

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