



photos by Hannah Yoon - Oakville Beaver (Follow on Twitter @halton\_photog)



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## Skin deserves nurture at every opportunity

(NC)—No matter what the purpose, anytime you put anything on your skin, aim for as many benefits as possible, dermatologists say.

According to Toronto dermatologist Dr. Paul Cohen, "The skin is the largest organ of the human body - containing cells, blood vessels, oil glands, sweat glands and nerve endings. On the outside of the body, this organ is vulnerable to all the elements, so when we use cleansers, washes, toners, creams, and lotions, the skin relies on us to pamper, nourish and

"Applying sunscreen is an opportunity as well," says Aveeno senior brand Exsalonce

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manager, Beth-Ann Ivany. "In summer, it is necessary to protect our skin from ultraviolet rays, so every time you use a sunscreen, think of it as another opportunity to naturally condition and help to make skin more smooth and healthylooking. Based on consumer studies, some key benefits that individuals rated as most important in a sunscreen are broad-spectrum UVA/UVB sun protection (87%) and hydration (67%)."

"For re-hydration in particular, the natural properties of oatmeal are hugely beneficial," she continued. "Specifically, it is the protein activity in colloidal oatmeal that hydrates, moisturizes, restores the

PH balance, and helps prevent water loss from the skin. When the proteins are formulated skillfully - as they are in the newest Aveeno sun care line,

Protect+Hydrate - the application can help to moisturize and reverse skin dehydration caused by the sun and by other environmental stressors. Additionally, this particular product line is waterproof, quick-absorbing, oil free and it won't block your pores as it nourishes and hydrates all day."

Ivany also points out that the Aveeno brand is best known for its ACTIVE NATURALS ingredients, which includes naturally-sourced ingredients uniquely formulated by Aveeno through the power of science to deliver visible benefits for skin and hair. Using products with multiple benefits and natural ingredients such as these can help protect and bring a youthful appearance back to your skin before, during, and after the









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