

ADVERTISING FEATURE

HEALTH & FITNESS

The biggest culprit of dry skin and wrinkles is unprotected sun exposure

NC - At some point in their lives almost everyone experiences dry skin.

It can be the result of aging, genetics, prolonged sun exposure, even a change of seasons. In addition to causing discomfort, dryness can make skin look older by accentuating fine lines and creases.

Since a principle cause of dry skin is dehydration, a good place to start preventative treatment is the water cooler.

Skin must contain at least 10 per cent water to look and feel normal, said Robin Thornton, Bristol Meyers Squibb's manager customer relations and education, PR. If skin loses water

too fast, it will dry out, and over time become cracked and thicker.

Another culprit is cold weather. As fall chills into winter, skin may get more parched due to dry indoor air and increased exposure to cold and wind.

SKIN MUST CONTAIN AT LEAST 10 PER CENT WATER TO LOOK AND FEEL NORMAL.

Installing a humidifier in the home and office can help keep skin in balance.

Swapping your soap for a gentle cleanser that washes away dirt without stripping skin - then using a moisturizer to seal in the body's natural oils and water - will also make a difference.

When it comes to dryness and wrinkles, the biggest culprit is still unprotected sun exposure.

Although autumn sun may not be as hot as summer sun, it is strong enough to penetrate the skin - even on cloudy days. Thornton recommends wearing SPF 15 sunscreen year-round.

Getting into the habit is easy - just choose a fast-absorbing greaseless formula that also works as a moisturizer.

Interested in learning more about how to care for your skin? Consult the Keri Weather Wheel, your four-season guide to great skin. Receive a free wheel by writing: Bristol Meyers Squibb, c/o Keri Hotline, 2365 Cote-de-Liesse, Saint-Laurent, Quebec H4N 2M7.

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Economist & Sun
...
Stouffville Tribune
CLASSIFIED ADS THAT WORK

Free Energy Fitness Guide will be available in January, 1999

Energy Fitness Guide is a fitness resource and coupon savings guide. It is a brand new free publication that highlights the wide variety of health services, sports and leisure stores/clubs in Markham and surrounding areas, Richmond Hill and Thornhill.

Energy Fitness Guide features information on where active consumers can find sporting goods, athletic wear, nutrition, sports injury clinics/physiotherapists, chiropractors, alternative therapies, massage, personal training, classes and clubs, sports and leisure as well as Heart Health Dining list.

The guide, which can be picked up at fitness centres, the Heart and Stroke Foundation, will be available in January, 1999. (It will also be distributed in the *Markham Economist & Sun* and the *Liberal*).

In addition, there will be a coupon section that will provide the reader with incredible savings. For every coupon as placed \$5 will go to the Heart & Stroke Foundation.

For details call Lynda Kotsopoulos at 944-0684.

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Introducing The Newest Medical Specialists On The MSH Team



Dr. Jodi Lewtas
Rheumatologist

Dr. Lewtas joined Markham Stouffville Hospital early in 1998. Dr. Lewtas came to us as Staff Rheumatologist at Women's College Hospital and the Orthopedic and Arthritic Hospital in Toronto. Dr. Lewtas received her Medical Degree from Columbia University and her fellowship in Rheumatology from the University of Toronto.



Dr. Dwight Stewart
Neurologist

Dr. Dwight Stewart joined the Markham Stouffville Hospital Staff in the Spring of 1998. He received his Medical Degree from the University of Calgary and his fellowship in Neurology from the University of Western Ontario in 1977.



Dr. Robert Hall
Obstetrician

Dr. Hall joined the Markham Stouffville Hospital team on July 1, 1998. Dr. Hall comes to us after thirteen years at the Toronto East General Hospital. Dr. Hall received his Medical Degree from the University of the West Indies in Jamaica and his fellowship in Obstetrics and Gynecology from the University of Toronto.



Dr. Tim MacNab
Radiologist

Dr. MacNab joined Markham Stouffville Hospital on July 1, 1998. Dr. MacNab comes to us after completing his residency in Diagnostic Radiology at the University of Toronto. Dr. MacNab also holds a fellowship in Otolaryngology from the University of British Columbia.



Dr. Elizabeth Cryer
Psychiatrist

Dr. Cryer joined the Markham Stouffville Hospital team in late 1997. She received her Medical Degree from the University of British Columbia and her fellowship in Psychiatry from the University of Toronto. Prior to coming to Markham Stouffville Hospital she was a full time psychiatrist at Sunnybrook Health Science Centre since 1987.



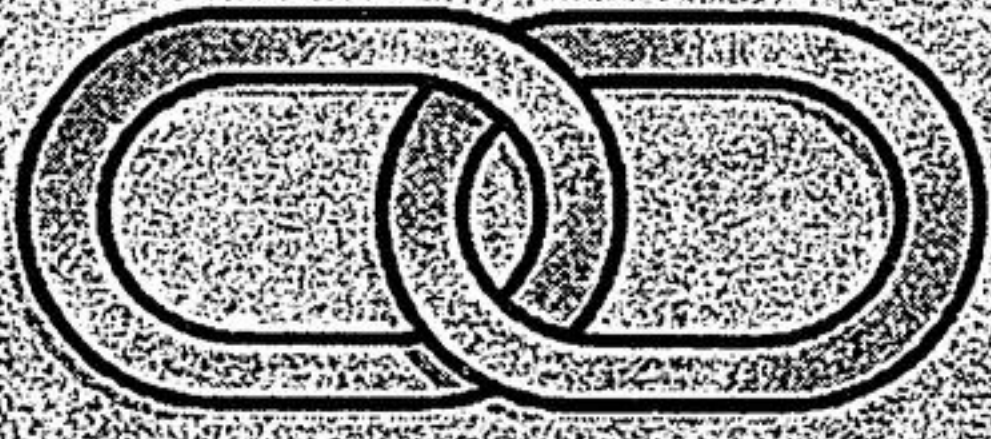
Dr. John Kao
Plastic Surgeon

Dr. Kao joined Markham Stouffville Hospital this summer. Dr. Kao received his Medical Degree from the University of British Columbia and recently completed his fellowship in Plastic Surgery at the University of Toronto.

Markham Stouffville Hospital

Department of Psychiatry
p r e s e n t s

HEALTHY MINDS/HEALTHY BODIES



UNDERSTANDING THE LINK

- Moderator:**
Dr. David Koczerginski,
Chief of Psychiatry, Markham Stouffville Hospital
- Is Stress Bad for You? Unchain Your Heart**
Dr. Rus Sethna
- Chronic Pain: The Mind/Body Connection**
Dr. Brian Ticoll
- Hormones and your Moods: Understanding PMS**
Dr. Liz Cryer
- Stress, Burnout & Depression in the Workplace**
Dr. Mark Berber

ALSO: Meet Community Mental Health Agencies

Thursday, October 8, 1998
6:30 pm • Visit Community Health Booths
7:00 pm to 9:00 • Lectures
Markham Town Centre • Council Chambers
(101 Town Centre Blvd.)



MENTAL ILLNESS AWARENESS WEEK
ADMISSION FREE
Canadian Psychiatric Association