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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

IHD – Beautiful Skin 101

By John Russel

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Most women shy away from being called "too sensitive." But when the subject is skin, they're all too willing to wear the scarlet S. According to the American Academy of Dermatology, at least 40% of women believe they have sensitive skin, although most dermatologists report that only a fraction really do. Sensitivity - defined as skin that's prone to irritation from products, weather, or stress - is a real (albeit misunderstood) condition. It's not the same as an allergy. It means you have a lower tolerance for irritating ingredients, such as fragrances and dyes. The evil twist here is that the more skin reacts, the more sensitive it becomes. Imagine normal skin having a natural barrier like Saran Wrap. People with sensitive skin have a disrupted barrier all the time. But by identifying what disrupts that barrier and protecting it with the right moisturizer, you can develop a thicker skin.

1. Read Labels - Before applying creams, lotions, or makeup, read the ingredients list. The fewer ingredients on the label, the better. All products and formulas should be free of fragrance, dye, and isopropyl alcohol (commonly known as rubbing alcohol). And beware of botanical ingredients and oils. Test each new product on the side of your neck for a few days before using it on your face.
2. Cleanse - Wash your face with a milky, non-foaming liquid cleanser or a soap-free bar. Do not use a washcloth or any rough scrubber, which can be too abrasive for sensitive skin. Rinse face well by splashing with lukewarm water and pat with a soft towel, leaving skin slightly damp. There is no need to use a toner, which generally contains drying and irritating isopropyl alcohol.
3. Moisturize - Dab moisturizer onto damp skin in the morning and night. Look for one that contains ceramides, fatty acids, or cholesterol, all of which help form a protective barrier against irritation. In the morning, when the moisturizer is absorbed, apply a sunscreen (with an SPF 15 or higher). It should also contain zinc oxide or titanium dioxide, which are least likely to cause reactions.

Cheat Sheet

1. Choose the right products. "Allergy-tested" means it doesn't have ingredients that cause common reactions. "Noncomedogenic" means it won't clog pores.

2. Read labels. Not everyone with sensitive skin is troubled by the same thing, but the most common irritants, in order, include fragrance, isopropyl alcohol, dyes, PABA, lanolin, sorbic acid, formaldehyde, and benzoic acid.
3. Don't assume that natural products are safe. Some botanicals (rosemary, sandalwood, arnica) and essential oils (jojoba, tea tree, lavender) may irritate.
4. Test samples on the neck for several days. If they don't irritate you, they'll probably be fine for your face.
5. Don't try an arsenal of new products at once. Similarly, if skin breaks out, stop using everything, and reintroduce products one by one.
6. Be as gentle as possible. Use a creamy, liquid cleanser or a soap-free bar and rinse with lukewarm water. Avoid Buf-Pufs and washcloths. Pat with a towel and leave skin slightly damp.
7. Moisturize with a product for sensitive skin, or one that contains fatty acids, cholesterol, and ceramides.
8. Every day, be sure to apply a PABA-free sunscreen that contains titanium dioxide or zinc oxide.

Daily Basics

1. Wash with a milky, non-foaming liquid.
2. Use a soap-free formula with oatmeal that calms dry and itchy skin.
3. For day, use a fragrance-free moisturizer containing a non-irritating sunscreen. At night, smooth on a noncomedogenic formula that helps fortify the skin's barrier while you sleep.
4. Dermatologists say that sensitive-skin sufferers are more likely to avoid using sunscreens, associating them with past reactions to PABA. Choose one that won't aggravate skin.
5. It's not just what you put on your face. Hair spray can cause breakouts along the hairline. Use an allergy-tested and keep the hair off the face whenever possible.

Extra Help

1. To soothe redness, dermatologists recommend using a fragrance-free treatment. A dime-size dab of an over-the-counter 1% hydrocortisone cream also relieves itching.
2. For dryness on the body, increase resistance to the environment with a product containing lipids, which is safe for sensitive types.
3. To treat blemishes, start with an irritant-free face lotion that minimizes blotches with vitamin A. Follow with a concealer that won't aggravate acne, which does double duty by helping clear and conceal blemishes.
4. Dermatologists like products that get their color from iron oxides, which are less likely to cause reactions. They're also talc-free, which means they won't rob skin of the moisture it needs.

Tricks of the Trade

1. Don't shower or bathe for more than 20 minutes, or you'll dry out your skin. Use lukewarm water.
2. Don't start any aggressive treatments during the winter, when skin is dryer and more sensitive because of low humidity and indoor heating. A humidifier helps skin from becoming parched.
3. Grainy or chemical exfoliants can cause breakouts. Excessive daily scrubbing rubs the sebaceous

glands, which can clog pores. Use a clay or mud mask to slough off dead cells instead.

4. Facials are trouble unless they're simple, steam-free, and employ fragrance-free products.

5. Avoid chemical peels and laser treatments if you're sensitive to exfoliants and skin-lightening creams.

6. If acne medications irritate your skin, ask your doctor about taking oral antibiotics or birth-control pills, which can help minimize blemishes.

7. Keep Retin-A treatments to only once a week. Dilute the strength by mixing it with your moisturizer.

8. For skin that seems provoked by anything and everything, ask you dermatologist about cleansers and moisturizers that are normally prescribed for hypersensitive postsurgery and postpeel patients.

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Serious skin care vs. winter weather, cleansers, and stress. Serious skin care fights the moisture stolen from skin. The latest intensive creams are like dryness police, working night and day to protect and replenish.

When it comes to moisturizers, they can be too rich or too thick. Serious skin care goes well beyond cold cream and petroleum jelly, today's skin care products are remedies for dry skin and are packed with sophisticated ingredients. Now, natural skin care companies think they have fixed the final frontier, the ten-ply cashmere of hydration: super rich, long-lasting, and ultra-healing.

Dry skin is a probably the most common complaint. In a recent survey, 60% of a sample of women cited it as their top serious skin care concern, even ahead of wrinkles. Over 70% said their body was dry in winter and 40% said it was their face (vs. 34% and 15%, respectively, in the summer).

Since the 1970s, scientists have reported a global rise in the frequency of dry skin. Nobody knows why

for sure. Part of the answer is linked to the increase in people's exposure to chemicals, pollution, and acid rain. Our hydration expectations have shifted from flawlessly powdered, matte skin to more realistic dewy complexions.

Serious skin care experts also state dry skin is a topic that is commonly discussed. There is no standard definition for the condition. Even if you recognize it only by its symptoms: scaling, tightness, lines, irritation, and itchiness. The immediate cause is a disturbance in the skin's outermost layer, which is made up of skin cells and lipids, fatty substances that help maintain moisture in the skin. When the balance of lipids get upset, the skin loses water, and skin cells, normally shed unnoticed, accumulate as white flakes.

Serious skin care experts say many dry-skin sufferers inherit the condition, but stress can also be a trigger. In a recent study, researchers found when people reported high anxiety levels, their skin's permeability barrier (which retains moisture and repels irritants) was slower to recover after tape was applied to their skin and ripped off. The sale of specialty skin care products exploded when the study was understood.

Age is another cause of dry skin, since lipid levels decline over the years, especially when levels of estrogen drop during menopause. While teenage girls need to moisturize infrequently, the skin's need for lubrication asserts itself a decade later. A client of a skin care products company says, "My roommate in college would moisturize after every shower, and I remember thinking she was like an exotic dancer, always having to oil herself.

The environment, including harsh winds, sunlight, and central heating also removes moisture from the skin. But the real harm comes from Americans' increasing indulgence in their favorite daily ritual. Younger women often shower two or three times a day, using harsh cleansers (and not moisturizing). The body just can't take it. Soap strips away lipids, and if lotion is not applied after a shower,

evaporating water causes a rapid loss of moisture from within the skin. Not only is dry skin unappealing and itchy, but as its condition deteriorates, the skin becomes more vulnerable to bacteria, allergens, and chemicals. These, in turn, worsen the problem, causing the skin to relinquish more water and repair itself less and less effectively. IHD brings you Also with calming botanicals, DNA restorative enzymes, and age-fighting Gen III ingredients from advanced bio-technology. Also blended are the latest free-radical fighting vitamins and botanicals (vitamins A, D, B, and C, Japanese green tea extract, ginkgo biloba extract, and echinacea purpurea).

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