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**INTERVIEW / PHOTO OPPORTUNITY:**

## **A LOCAL DERMATOLOGIST REVEALS TOP TIPS FOR PREVENTING WINTER SKIN**

**ROCHESTER, NY** – Low humidity levels that are common during winter months cause dry, cracked and itchy skin known as a condition called winter skin. One local dermatologist, Dr. Elizabeth Arthur of Helendale Dermatology and Medical Spa, reveals secrets to preventing winter skin and tips to finding relief from dry skin during the winter months.

**“Environmental factors such as cold winter weather, blustery winds and dry, indoor heat can deprive the skin of moisture causing it to get dehydrated,” said Dr. Arthur. “Winter skin symptoms can become even more severe with holiday stress and winter illnesses that compromise the immune system.”**

Skin becomes dry when it loses too much water or oil. Restoring lost moisture can make the skin softer, smoother, and less likely to crack. Dry and irritated winter skin causes flare-ups in people who suffer from conditions such as acne, psoriasis, rosacea and eczema.

It is crucial, during the winter months, to replace skincare products that contain drying agents. Some of the key ingredients to look for in a product when the body is lacking moisture are Hyaluronic acid, Vitamin E and Aloe. For severely dry skin, a specialized moisturizer may be helpful.

Fortunately, there are several preventative measures in managing winter skin symptoms and that help ease any discomfort. Dr. Arthur outlines a few simple steps to keep the skin well hydrated.

- Organic products with all-natural ingredients are the healthier option for your skin
- Drinking plenty of water helps the skin stay hydrated and young looking.
- Use a humidifier
- Avoid taking long, hot showers. Hot water removes your natural skin oils more quickly. Warm water is best for bathing.
- Eat a diet high in omega oils
- Apply a moisturizer to damp skin immediately after you get out of the shower or bath to lock in the moisture.
- Reapply a moisturizer at the end of the day or as needed. Always clean your hands before applying a moisturizer.
- Use a mild, fragrance-free soap or cleanser that moisturizes. Avoid products with ingredients that are harsh on the skin such as alcohol, salicylic acid, and benzoyl peroxide. Incorporate moisturizing products that contain Hyaluronic acid, Vitamin E and Aloe into your daily winter skincare regimen.
- Use a shaving cream or gel to minimize the irritating effects of shaving (face or legs) on dry skin.

### **About Helendale Dermatology and Medical Spa:**

Helendale Dermatology and Medical Spa was founded in 2004 by board certified dermatologist, Dr. Elizabeth Arthur, as a full-service dermatology practice that specializes in medical, cosmetic and surgical care of the skin. The on-site Medical Spa offers a wide variety of services aimed at enhancing patients' natural beauty through laser, esthetic and skincare treatments. The practice is located at 500 Helendale Rd, Suite 100 in Rochester, New York and currently employs 17 people. For more information, visit [www.helendaledermatology.com](http://www.helendaledermatology.com).

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**INTERVIEW OPPORTUNITY:** Dr. Elizabeth Arthur, a dermatologist at Helendale Dermatology and Medical Spa, offers tips on preventing winter skin symptoms. She is also available to discuss the key ingredients to look for in skincare products that are most moisturizing as well as effective application techniques. For more information, or to schedule an interview with Dr. Arthur, please contact D-D Flannery at 585-703-6243.