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ANTI-AGING Skin Care Solutions That Deliver

APRIL 2005

Consumers Digest

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Skin Types and Popular Ingredients

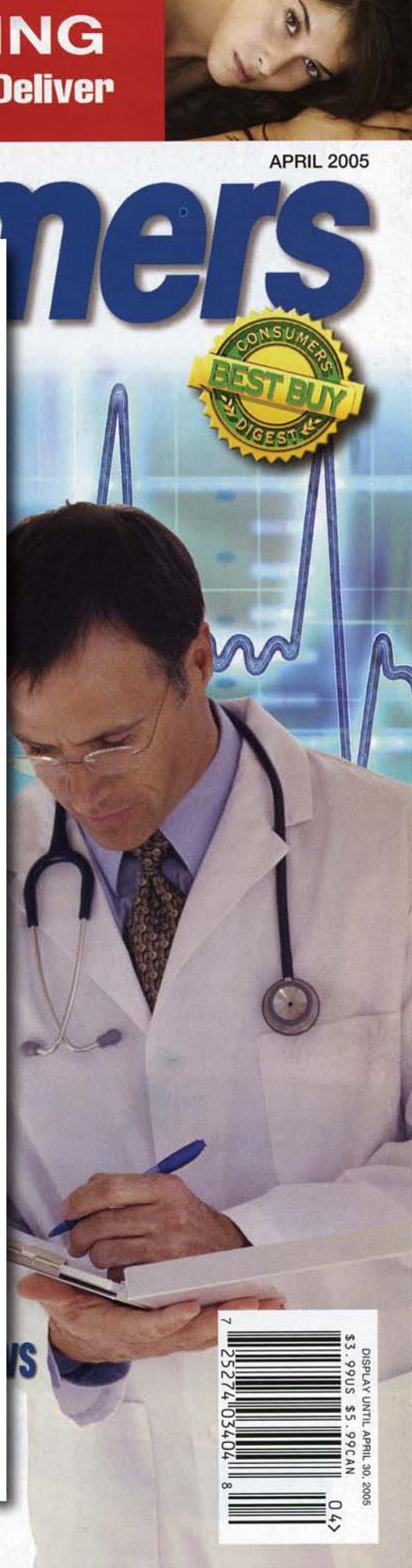
With the advent of new products delivering greater benefits, there is a puzzling snafu: American skin is generally showing a higher incidence of skin problems. For men and women—young and old—there is a rise in general skin irritation, allergic reactions, adult acne, keratosis, skin cancer and rosacea. While it may be tempting to blame cosmetics companies for this uptick, overexposure to sun, busy workweeks, fast-food and environmental elements appear to be major culprits.

But many consumers treat skin using the previously accepted stereotypes that dictated there were only four basic skin types: normal, dry, oily or a combination. "They worked for white-bread America," according to dermatologist David J. Goldberg author of "Light Years Younger." "But skin types are far more diverse. A product must be more complex to effectively treat skin tones and skin types."

To figure out what works best for you, consult a dermatologist before you head to the beauty counter, advises Doris Day, a New York City skin doctor.

Most ingredients have been tested and deemed safe for use in skin-care and cosmetics products. In fact, the one segment of the cosmetics industry that is strictly regulated is the ingredients list. All contents must be listed, according to percentage in descending order. (For a complete list of current cosmetic ingredients and what role they play, check out cfsan.fda.gov/~dms/cos.toc.html).

Visit Dr. David J. Goldberg's website at:
www.skinandlasers.com



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