TAKE INCHES OFF YOUR HIPS (NO SQUATS!) SHAPE YOUR LIFE A DAY 46 AND FAB MY CRAZY SUGAR CRAVINGS" PAGE 76 **HOW I NEW 5-MINUTE FAT BLASTS PAGE 164** November 2010 Shape.com \$4.99 U.S. Display until November 22, 2010

simple cures for dry skin

Put an end to itching, flakiness, and tightness-fast,



WHILE ROUGH, DRY SKIN affects 30 to 40 percent of women yearly, it's still one of the easiest conditions to correct, according to Paul Friedman, M.D., a cosmetic dermatologist in Houston and NYC who treats women with this skin ailment daily. Follow his tips to heal-and soften-narched areas on both your face and body.

One of the skin's main jobs is to hold in moisture. The enidermis (the outermost layer) produces lipids-oily of the skin.

lipid barrier, moisture escapes, causing tiny cracks in These allow

allereers and bacteria the surface. resulting in irritation. flaking, and-in sev

What triggers it Dev air Low homidity and indoor heating systems out of the skin. > Long, hot showers

Standing under the water for more than 10 minutes can wash away skin-protecting oils. Additionally, some that contain cleansing ingredients like sodium laured sulfate remove dirt and bacteria, but they also rob your skin of hydration. prescription drugs, such as

can also cause dry skin. Topical creams containing retinoids (wrinkle- and ocne-fighting vitamin A

compounds) blame as well. Aging As you eet older, your cel glands

tend to produce fewer linids, increasing dryness.

Simple solutions water and a mild, centle cleanser, such as Cetaphil Restoraderm Skin (\$15; at drugstores). a humidifier next to your bed adds moisture to 30 to 60 percent humidity.



