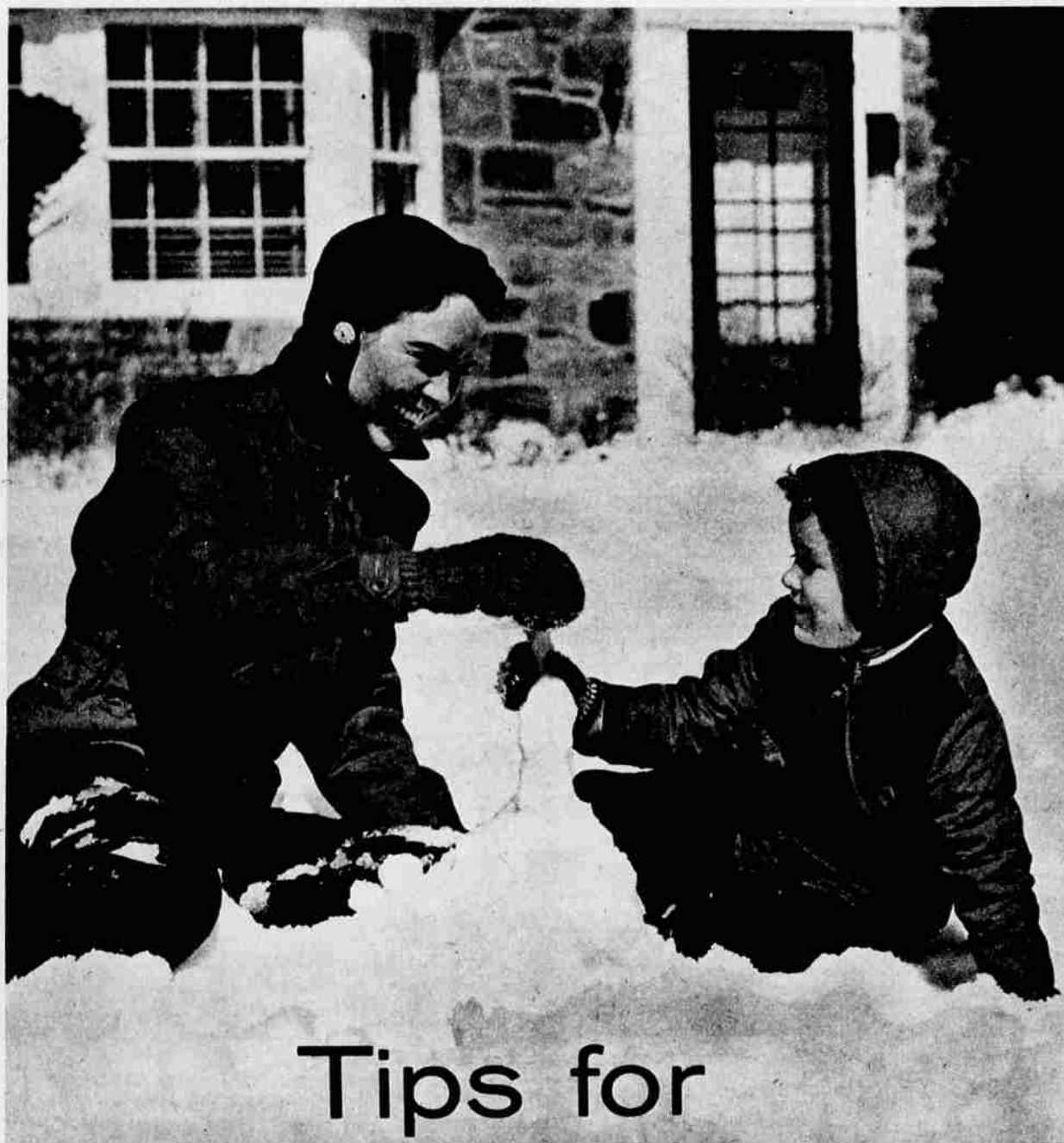


by Nan Cabot

HAS WINTER got you down with its frosty winds, dry, heated homes and offices? Is your otherwise normal skin so parched, you feel your face will crack if you smile?

There's no need to just sit back and accept this discomfort—you can do something about it. If you're one of the lucky ones living in a warmer semitropical climate where the sun, in its own fashion, is as



Tips for Winter Loveliness



Follow this simple
skin-care routine,
and you can stop
worrying about wind
and cold.

drying as wind and cold, your complexion, too, can benefit from a little pampering.

You probably already have most of the basic tools for skin care. If not, you'll find them worth acquiring. But see to it that they're not drying. If your skin is usually normal, becoming only slightly parched in Winter, use creams for normal skins; if yours always tends to dryness, use the richer preparations made especially for dry skins.

Here is a quick, simple routine which, if used daily, will pay complexion dividends by giving you a dewy-fresh look and, in addition, will delay the development of aging lines.

Your morning cleanup is best done with cleansing cream or lotion. Apply a mild nondrying skin freshener, then a thin coat of moisturizing (lubricating) cream. Gently wipe off the excess, and blot with a tissue. Over this goes your foundation.

Midday care calls for the removal of all makeup with the cleanser, another application of skin freshener, a thin film of moisturizing cream, then your foundation.

Before retiring, the simplest routine is to remove all makeup with your cleansing cream, until your tissue or cotton is absolutely free of soil—this may require several applications. Wash your face and neck with a mild complexion soap and warm water; rinse off every bit of soap. Massage a lubricating cream into the skin of the throat and face, using a gentle upward motion. Keep it on for at least half an hour as you do some light chores. Or take time to relax in your daily bath while the skin food does its work. The steam helps your skin absorb the oils. Afterward, blot the excess. Now you're ready for bed—and without that greasy look.

Some women use a richer eye cream at night for the delicate wrinkle-prone area around the eyes.

"Winter itch," the result of too-dry body skin, can be controlled by using a water-soluble lotion or oil in your bath water, and a heavier lotion after the bath. Smooth it on, with particular attention to your legs. A generous amount at elbows and heels keeps them soft and prevents unsightly scaling.

Don't stint on hand lotion or cream. Dry your hands and wrists thoroughly after each wetting—housewives, take note!—then work in a liberal amount of lotion. It's wise to buy two packages of your favorite hand cream—one for kitchen or office—and use it frequently. Besides adding to your beauty and comfort, smooth hands are less likely to cause snags in nylon hose.

Chapped lips are especially maddening in Winter. They're painful and unsightly. Now's the time to stop licking your lips—an unattractive habit anyway. An enriched lipstick or a colorless lip pomade applied beneath your regular lipstick is an excellent chap deterrent, and helps your lip rouge go on smoothly.

Overshoes and boots may lead to sweaty, burning feet. A soothing foot lotion or powder can do much to add to your comfort.

Now, more than ever, it is essential to wear a foundation. A superior base for face powder, it gives your skin a smooth, beautiful look. But more, it serves as a buffer between your skin and the elements. Some types are very drying, so check to see that yours isn't. A lotion foundation in which the color is combined with a nongreasy oil is an excellent choice.

This routine for complexion and body care takes very little time each day, but the rewards are remarkable. This minimum care accomplishes several important things: adequate cleansing, lubrication, toning, and protection—all of them essential to a soft and supple complexion.