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# Winterize Your Skin

By Victoria Nash

**D**uring the cooler months, we need to winterize our skin as well as our wardrobes! As cold winds, low humidity and cooler temperatures can cause that "dry winter itch". Dry skin results when there is insufficient water in the stratum corneum (the outermost layer of skin) for it to function properly. When protective oils in this layer are lost, the water that is normally present escapes resulting in dry, itchy, and sometimes cracked skin that can be quite uncomfortable. Try these easy steps to help winter proof your skin:

If you swear by soap and water, your skin will thank you for switching to a gentle cleanser that will not strip your skin of its natural protective oils, leaving it exposed to the elements. Don't forget to tone, as this helps bring your skin back to its natural Ph balance. Take care to avoid alcohol-based toners, which will in time over strip the skin, leaving it vulnerable to the weather and sun.

Our skin is seasonal from summer to winter, and reacts to the surrounding environment. A moisturizer that works nicely in the spring and summer will not provide the proper hydration and protection during the winter months - particularly if you enjoy winter sports at high altitude or lazy days on tropical beaches. One tell-tale sign that your skin needs some extra moisture is that your make-up seems to vanish into thin air. Choose products that will seal in moisture. A great pick is the Esente' Red-Volcanic Seaweed Complex.

The sun may not feel as hot during the winter months, but it can still damage your skin. Sun exposure at any time of year, ages your skin prematurely, and is responsible for about 85% of wrinkles, as well as three different kinds of skin cancer, according to the American Academy of Dermatology. Remember the sun is actually closer to the earth in the winter than it is in the summer, so watch out. Whether you are skiing or enjoying other outdoor activities, be sure to wear a full spectrum sun block of at least 30 SPF. And don't forget your lips; keep them protected from the sun and elements also! Did you know your lips don't have oil glands so they're the first area of your body to dry out and chap. Avoid long-lasting lipsticks as they tend to be drying. Instead, while on the ski slopes or anytime in direct sunlight, use a lip balm with SPF protection.

Eating and drinking the right foods is a perfect way to improve the health of your skin. Those foods rich in protein, Vitamins A, B1, B2, and Omega 3 fatty acids (found in fish such as salmon and tuna) are fabulous. Drink lots of green tea, which is a great source of antioxidants. Particularly during the winter your skin needs extra help, foods that have lots of antioxidants help to combat inflammation and protect the cells of membranes from being destroyed by the elements. By eating these types of foods, you can help your skin build up defense from the inside out.

If, like me, you enjoy the personal touch for skin care. Try an online skin consultation at [www.esente.com](http://www.esente.com) and one of my experienced aestheticians will provide you with personalized recommendations for your skin care regimen.

## Happy New Year!

For **Victoria Nash** the creation of Esente' Physiocuticals culminates a lifelong passion for advanced aesthetics and health. She is a licensed clinical aesthetician and her understanding of healthy lifestyle and beauty modalities have been influenced by more than 15 years of expanded function dentistry. With Victoria's frequent guest appearances on television and radio as well as featured articles in national and regional media, Esente' has quickly become the skin care line that everyone is talking about. Born in Lancaster, Pennsylvania in 1957, she now lives in Phoenix and is the proud mother of four adult children and ten grandchildren who range in ages from six to fourteen. Visit [www.esente.com](http://www.esente.com) for more product information, or for help with your skin care needs, through our online skin consultations.