



## Extreme Weather: Four Hidden Reasons Why Your Dry Skin Suffers

*Dry skin is an extremely common skin condition that has Americans spending millions of dollars on skin care treatments. No one wants to suffer from the uncomfortable itch of dry skin or the unsightly flakes it can cause. What is the solution?*

BEVERLY HILLS, CA, January 20, 2013 /24-7PressRelease/ -- [Dry skin](#) is an extremely common skin condition that has Americans spending millions of dollars on [dry skin care treatments](#). No one wants to suffer from the uncomfortable itch of dry skin or the unsightly flakes and cracks it can cause. The best way to keep dry skin from occurring is to avoid the common causes that can be easily eliminated from daily routines. Below are some of the common causes of dry skin along with tips on what anyone can do to keep their skin soft and silky.

**Cold weather:** During the colder winter months the humidity level drops and skin loses moisture more rapidly. The frigid bite of icy cold winds can also irritate skin causing it to become chapped, red, and sometimes even painfully raw. Before playing in the snow be sure to apply a shielding lotion to help skin retain more moisture and avoid the burn of chapped winter skin.

**Frequent hand washing:** Many health care professionals and people in the service industry are required to frequently wash their hands for safety purposes. The constant exposure to water and the harsh chemicals usually contained in antibacterial hand soaps causes [dry cracked hands](#). Starting the day off by using a lotion that is water resistant and re applying as directed can help avoid the cracked fingertips from hand washing.

Dr. Peter Helton, board-certified dermatologist states:

" [Skin MD Natural](#) has also an added benefit of forming a natural barrier, sealant on the skin, keeping its own natural moisture inside, This eliminates the need for having to put an external moisturizer several times during the day, as Skin MD lasts a good portion of 8 hours with one application. This is important, because it decreases your need for applying excess moisturizer and allows body to take care of its own moisture needs without the added bother of putting on another cream."

**Misuse of moisturizers:** Many moisturizers only coat skin with a greasy layer of chemicals and actually do very little to heal dry skin. In fact, many of them contain toxic ingredients that can actually damage and irritate skin. The only way to truly heal dry skin is by using a lotion designed to keep the good stuff in and the bad stuff out like Skin MD Natural. Skin MD Natural is a shielding lotion that strengthens the skins own natural barrier to protect against irritation and stop dry skin before it starts.

**Hot showers and baths:** Nothing is more relaxing than a nice long hot bath or shower after a long day, but there is also nothing that will dry skin faster. Hot water strips skin of its own moisturizing oils causing it to become dry and itchy.

Now that the winter season is in full swing, it is important to use the best moisturizer for dry skin. Skin MD Natural Shielding Lotion was developed by a team of innovative chemists, with over twenty years of experience developing personal care products for many internationally respected cosmetic companies. It is formulated with a special blend of five natural plant extracts that provide skin with unbeatable moisture while being lightweight and non-greasy. Skin MD Natural is also committed to protecting the environment and is proud to say Skin MD Natural and Skin MD Natural + SPF 15 are manufactured in the United States using 100% solar power, free of animal products and animal testing.

Purchase SkinMD Natural Shielding lotion at any pharmacy in the United States or by calling 21st Century Formulations, Inc. located in Beverly Hills, Ca. They can be contacted at 1-800-540-4790 or can be contacted through their website: <http://www.skinmdnatural.com>, or emailed directly : [jhsoeder@skinmdnatural.com](mailto:jhsoeder@skinmdnatural.com)

21st Century Formulations is a company dedicated to creating healthy skin care shielding lotions. For more information please contact 1-800-540-4790.

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