

## Skin MD Natural shielding lotion

Skin MD shielding lotion treats dry skin more effectively than moisturising lotions or protective creams. Skin MD Natural is quickly absorbed, without the slightest hint of any greasy, oily feeling or residue, transforming the outer layer of skin into an invisible hydrating shield.

Glycerin has traditionally been the standard by which all humectants are measured. Until now no other humectant drew in as much moisture from the air as glycerin. However, the proprietary formulation in Skin MD Natural has a moisturising factor at least six times greater than glycerin.

Skin MD Natural is made from natural ingredients and incorporates the latest advances in skin-care technology to hydrate and protect the skin.

This is an entirely new concept in skin-care, requiring a new description. As a shielding lotion it keeps moisture-robbing irritants away from the skin, while the proprietary super-humectants hydrate the skin throughout the



day. The combined effect is fully realised after only a few days of daily use, resulting in skin that feels good and looks good too.

■ For more information visit [www.smdn.co.uk](http://www.smdn.co.uk)

## Maintain skin moisture with a shielding lotion

No matter the weather, the same basic rules apply to skin care: use natural cleansers that do not contain harsh chemicals, and if you are out in the sun apply a sunscreen. Finally, keep your skin moisturised with a good shielding lotion.

The level of moisture in the air is higher in winter than in summer, and this has a significant effect on the skin. Dermatologists often recommend switching from lotion- to cream-based skin-care products in the summer. However, although creams are supposed to better guard against moisture loss, they often contain harsh and drying chemicals. As a result, instead of moisturising the skin, they simply make it feel moist. Underneath the layer of cream the skin is still dry.

The best solution for combating moisture loss is a shielding lotion. A good shielding lotion treats and prevents dry skin by bonding with its outer surface to form a protective layer. This not

only locks in the skin's natural moisture, but also prevents it absorbing drying chemicals and pollutants. Observing skin care basics and using a good shielding lotion will ensure that your skin stays moist throughout the year.

The best-selling shielding lotion in the US is 'Gloves in a Bottle', and there is only one other similar product available, 'Skin MD Natural'. The difference between shielding lotions such as these and skin protectants is significant.

'Gloves in a Bottle' has undergone stringent efficacy testing. Only one other shielding lotion has been shown to be hypoallergenic, using human patch testing conducted by independent laboratories and dermatologists – 'Skin MD Natural'.

■ For more information on Gloves in a Bottle visit [www.giab.co.uk](http://www.giab.co.uk) or phone 0800 389 4710