



5 Skin-Care Mistakes You'll Be Making This Winter

Contrary to popular belief, winter-proofing your skin doesn't always have to entail a super-rich body butter and an ultra-moisturizing lip balm. Top skin experts have cracked the cold-weather skin-care code about five common winter beauty misconceptions.

MISTAKE: Using a super-thick cream will hydrate your skin better.

"Concentrated doesn't necessarily equal optimum hydration,"

says Annet King, director of training and development for the International Dermal Institute.

"An overdose of lipids can actually trap dead cells and leave skin looking duller." King suggests **layering serums under creams** in order to boost moisture. Facialist Sonia Dakar agrees: "Serums are light, yet have super-concentrated ingredients — ideal for absorption."

RECOMMENDATION: Mary Kay TimeWise Replenishing Serum C+E



MISTAKE: Loading up on lip balms prevents chapping.

Only if it's the right balm.

Some common ingredients can actually have an adverse effect. Mineral oil (petroleum jelly) creates an artificial film on your lips, signaling your skin to stop producing lipids, while funky flavors, perfumes, and colors can also dry out skin. King suggests seeking natural-oil-infused balms or those with shea and cocoa butter. **"To get rid of flaky patches,** apply a little facial exfoliant to damp lips, scrub gently, then follow with balm," she says. Wait till spring to resume use of lip plumpers and super-long-lasting formulas that dry out your pout.

RECOMMENDATION: Mary Kay Satin Lips Set



MISTAKE: Extra layers of high-tech clothing are a cold-climate must.

While warmth is obviously a necessity when temps plummet, some nylon and polyester fabrics can cause unsightly bumps, clogged pores, and even ingrown hairs when they trap dead cells, oils, and sweat. Better to wear natural fabrics — especially inner layers that touch your skin — and **moisturize head to toe,** morning and night. Also consider **face and neck creams** with humectants like aloe, hyaluronic acid, and lactic acid.

RECOMMENDATION: Mary Kay Hydrating Body Lotion



MISTAKE: If you have oily skin, you can forgo moisturizer.

Dry, cold climates wear on **all skin types** — even oily. And without some added protection, barrier function (which keeps pollution and other damaging elements out and moisture in) gets compromised. **If your skin is super-oily,** you can get by with a **gel-cream or lotion formula.** For **true combination skin,** use different moisturizers for different areas — a light formula for your T-zone and a richer one for cheeks that get dry, patchy spots.

RECOMMENDATION: Mary Kay Moisturizing Products for All Skin Types



MISTAKE: Overcast skies mean you can skip the sunscreen.

Hardly. As a depleting ozone has led to stronger UVB burning rays, **SPF is now a year-round endeavor.** And clouds do little to filter out wrinkle-accelerating UVA rays. Come cooler, drier weather, find a daily moisturizer with a broad-spectrum SPF 15 (or higher) to hydrate and protect. "You can enhance your sun protection exponentially by using an **antioxidant-rich serum underneath your moisturizer,**" says Washington, D.C., dermatologist Dr. Cheryl Burgess.

RECOMMENDATION: Mary Kay Foundation Primer Sunscreen Broad Spectrum SPF 15 and TimeWise Tone Correcting Serum

