

EIGHT WAYS TO... PREVENT WINTER FROM STRIPPING YOUR BEAUTY

We all love the pristine beauty of fresh fallen snow, but cold, harsh winter weather can wreak havoc on our physical beauty, bringing dry skin, chapped lips and frizzy hair – not to mention red noses. Cold air and brisk winds combined with dry indoor heating mean our winter beauty regimen will have to undergo some serious changes. BY LISA EVANS

1 DON'T PUT AWAY THE SUNSCREEN.
Damaging UV rays are present year round. "Cumulative winter sun exposure will [lead to the] development of skin cancer, wrinkles and brown age spots," says Toronto dermatologist Benjamin Barankin, medical director of the Toronto Dermatology Centre. A daily moisturizer with built-in SPF 30 is sufficient in winter, as UV light is weaker than in the summer months. But if you're spending a day out on the slopes, it's recommended that you wear an additional layer of sunscreen—SPF 30 or higher.



2

AVOID THE HAIR DRYER AND FLATIRON COMBINATION.

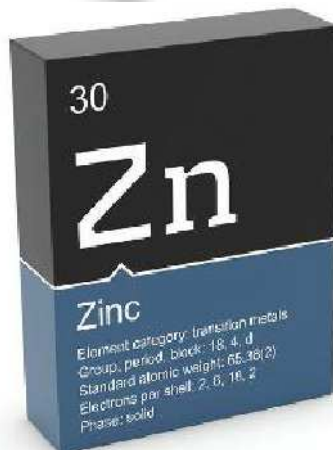
A burst of hot air from a hair dryer followed by a brush with a flatiron to tame frizz is a common winter hairstyling routine, but Jon DiMauro, owner of Evoke Salon in Toronto, says excessive use of heat can cause hair to lose its lustre. "Because there's less humidity in the air during the winter months, the hair shaft naturally retains less moisture," he says. Adding heat through a hair dryer or flatiron will multiply the damage, drying out hair further. To achieve the silky smooth look, DiMauro says a healthier option is to naturally air-dry hair and briefly pass over it with a flatiron—adding a flat iron causes less damage to hair than blow-drying and pulling on hair with a brush to achieve the same look.



3

TAKE A ZINC SUPPLEMENT TO BOOST YOUR IMMUNITY.

Zinc is essential for our immune system cells to function and may help reduce the severity of a cold. A 2011 Finnish study showed that taking zinc lozenges within 24 hours of the onset of cold symptoms may shorten the duration of common cold episodes by up to 40 per cent so say goodbye to that Rudolph nose.



PHOTOS: THINKSTOCK, SHUTTERSTOCK



4

ADD THE RIGHT OILS TO YOUR HAIR CARE REGIMEN.

We're all familiar with the super-moisturizing properties of argan and macadamia oils, but DiMauro cautions that these products, which are also very high in protein, can pose a problem for some. "If somebody already has enough protein in their hair, you can actually create a buildup of protein that can make the hair more brittle," he says. Unless you have frail hair that is lacking protein, opt instead for alternative moisturizing oils that are protein-free, such as olive, coconut or roudou oil, to keep locks luminous all winter long.



6

AVOID LICKING LIPS.

While it can be tempting to lick your dry lips, Barankin says your tongue should be forbidden from touching your lips during the winter months. "Lip licking results in the evaporation of moisture [from the lips], which then causes redness, peeling and cracking of the skin." Stock up on a good-quality lip balm and apply it before and immediately after going outside.

7

CATCH UP ON YOUR ZZZS.

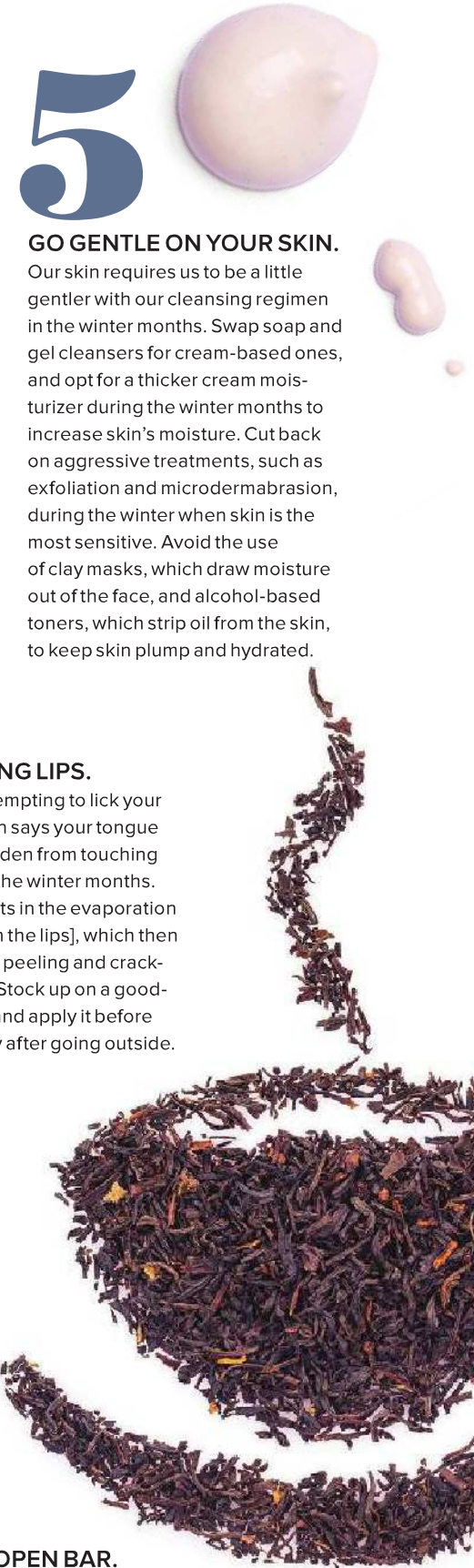
Sleep gives your skin a chance to repair and rejuvenate itself after a hard day. Plus it can help your body fight off winter bugs. A 2009 study showed that individuals who get less than seven hours of sleep are almost three times more likely to get sick than those who get eight hours or more.



8

AVOID THE OPEN BAR.

Wine and caffeine may warm us up from the inside, but overindulging in these beverages can further dehydrate skin. These beverages are diuretics, meaning they cause us to urinate more frequently and strip moisture from our bodies. Try a non-caffeinated tea or coffee, which not only protects skin but also has antioxidants that protect against winter illness.



5 GO GENTLE ON YOUR SKIN.

Our skin requires us to be a little gentler with our cleansing regimen in the winter months. Swap soap and gel cleansers for cream-based ones, and opt for a thicker cream moisturizer during the winter months to increase skin's moisture. Cut back on aggressive treatments, such as exfoliation and microdermabrasion, during the winter when skin is the most sensitive. Avoid the use of clay masks, which draw moisture out of the face, and alcohol-based toners, which strip oil from the skin, to keep skin plump and hydrated.