



# WINTER DRY SKIN PREPAREDNESS

Presented by:

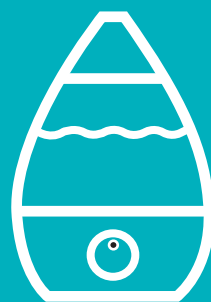


Using O'Keeffe's moisturizing products can help keep skin cells hydrated and act as a barrier on the skin to prevent moisture loss. Moisturize your skin at least twice daily to prevent dryness and cracking.

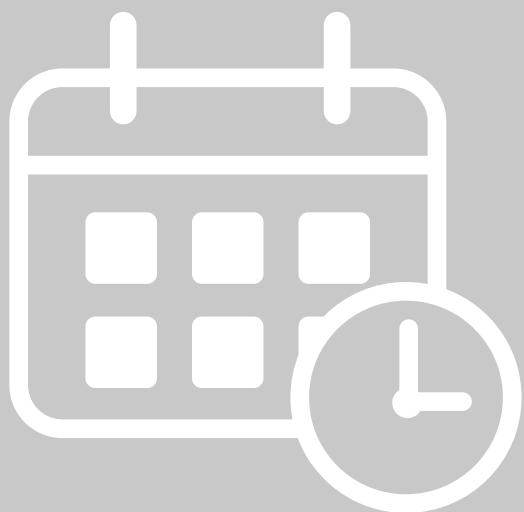


Some experts recommend taking a bath or shower about 5 to 10 minutes in length with lukewarm water, rather than hot water.

Experts recommend soaking a washcloth in **ROOM TEMPERATURE MILK** and applying it to your face, holding it there for 15-minute intervals.



Heaters dry out skin. A humidifier prevents dryness that can lead to itchy skin.



Using a gentle exfoliating product about once or twice a week during winter will help rid the skin of its dead, dry and flaky top layer, bringing healthier layers to the forefront.



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