

Stop the Aging of OI' Jack Frost!
Skin Care For Our Region's Winter Weather... and a special opportunity for Botox.

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You need to take care of your skin if you want to "age gracefully" or not at all, during the winter months.

Men actually feel the winter assault on their skin more than women. Men are less likely to apply moisturizers and use harsher soaps on their skin. Plus, shaving dehydrates your skin. So men, you need to take a cue from the women in your life. Moisturize. Moisturize. Moisturize.

Dr. Gwyn Blattau-Gay with Rejuvenate Rx says, "*Cooler temperatures slow the ability of the skin's natural substances to spread over the skin's surface in time to adequately protect the cells from dehydration. Low humidity pulls the moisture out of unprotected skin.*"

Here are some at-home remedies to sooth and replenish your skin:

- Squeeze out the "jelly" from the leaves of an aloe plant, apply to skin: plants improve the air in your house, looks groovy, great for skin irritations
- Cooled green tea bags on the eyes: decreases puffiness around the eyes
- Lather on body lotion that contains oatmeal extract: soothes dry & flaky skin

"You have to make sure you stay hydrated. Drink a glass of water before every meal, besides all the other water you should be drinking throughout the day. Use a moisturizer perfectly suited for your skin type, and apply a vitamin C serum and sunscreen everyday, regardless of the weather!" Dr. Gwyn says you should also use a replenishing lip balm that has "staying power" throughout the day and before bed.

Now, if these techniques just aren't satisfying enough for you, this month Rejuvenate Rx is offering a special opportunity to give Botox a try. Right now, you can buy Botox in the clinic for \$9 a unit. For real! (Normally, it's \$12 a unit.) Botox is extremely cost effective in smoothing those frown lines. In general, lines between the brows take about 20 units, the forehead about 24 units, and those crows feet take 12-20 units. Thanks to a special offer from Rejuvenate's vendor, you'll reap the benefits. ... and yes, more men are embracing Botox.

This is what you can expect when you visit a skin care clinic, like Rejuvenate Rx (of course!):

- Assessment and diagnosis from Dr. Gwyn
- Medical-grade skin care products
- Physician-led education, prevention, treatment
- Warm welcome, personalized care, and confidence
- Quick fixes for that pre-event doozy of a pimple or tired skin

Rejuvenate Rx provides physician directed skin care and convenient medical care (yes, come in with your sinus infections). For lively, interactive interviews, please contact Lucinda Kay at 509-325-3623 or Lucinda@lucindakay.com.

