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LEXLI® FOUNDER OUTLINES TIPS TO HELP SKIN CARE PROFESSIONALS PREVENT CLIENTS' WINTER SKIN WOES WHILE ENSURING A FESTIVE GLOW

FARGO, N.D. (OCTOBER 4, 2010) – With the sudden onset of colder weather in most areas of the country, consumers are beginning to put away their sunscreen and are, instead, once again focusing on moisturizing their skin. But with winter just weeks away, moisturization is just one aspect of skin care that should be top-of-mind. To help skin care professionals ensure their clients' skin is its healthiest this winter and is poised to look its best during the holiday season, [Dr. Ahmed Abdullah](#), founder/formulator of [Lexli](#), the leading line of aloe-based professional skin care products, outlines tips that estheticians and other skin care professionals can share with their clients.

A board certified plastic surgeon, Dr. Abdullah makes a point in his private practice to talk with patients each fall about the needs of skin in the winter. "I've found that people are often in denial that summer is ending and they, thereby, avoid giving their skin the special attention it needs during colder months," notes Dr. Abdullah. "Changes in air temperature and humidity lead to dull, dry skin, which, in turn, creates inflammation that can lead to a host of additional problems, such as breakouts." And, given that everyone wants their skin to look its best in December and January when social engagements are plentiful, Dr. Abdullah reminds his patients "the only way to ensure a holiday glow is by adopting a few simple practices *now*." These include:

- Lack of humidity in the air cause the skin's surface to lose moisture quickly and in large amounts, resulting in dryness. Therefore, proper humidity levels should be maintained in the home through the use of a cool air humidifier. Additionally, it's necessary to limit the length of time spent in the shower and moderate water temperatures to prevent over-drying the skin.
- While exfoliation is a necessary skin care step year-round, it's particularly vital in the winter when skin is drier. Exfoliating at least once per day prevents the build-up of dead skin cells and allows moisturizers to be more effective. Dr. Abdullah recommends twice daily exfoliation with the use of a product like [Aloe-based AloeGlyC® Renewing Exfoliant](#), which features an effective pH level near that of a doctor's office chemical peel without the risk of burn.
- Speaking of moisturizers, it's essential that clients who are particularly prone to dry skin switch to a product that is rich in humectants to minimize water loss from the skin. Products like [Aloe-based Night Moisturizer](#), a humectant-enriched formulation that revives the skin's tension and

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firmness, may be used by most individuals* during the day during winter months. (*Not recommended for acneic skin types.)

- Despite the fact that the sun shows its face less during colder months, daily use of sunscreen is still necessary, as the sun's rays remain strong in the winter. Outdoor sports enthusiasts must be particularly careful, as the reflection of the sun's rays off snow results in a much more powerful, and therefore, dangerous, exposure. Additionally, try to avoid skin exposure to the elements by using protective clothing and accessories.
- Make the use of lip balm a daily habit. Our lips are more prone to moisture evaporation than the rest of our skin and, thus, they tend to be among the first areas of skin to dry out. Those with a tendency to lick their lips may be all the more prone to chapped lips, given that saliva evaporates quickly, leaving them increasingly dry.

Lexli products that may be particularly beneficial during winter months and the holiday season include:

- [Aloe-based Moisture Intensifier Serum](#) – This product is beneficial in helping minimize the appearance of lines and wrinkles while encouraging healthy cellular turnover. While many prefer to use Moisture Intensifier Serum to moisturize the delicate eye area, it can be used on any dehydrated area of skin or where lines and wrinkles are visible.
- [Aloe-based Lightening Lift](#) – Lexli developed this product with special events in mind. A facial mask that provides light exfoliation and a temporary “lift” to skin, it's an ideal product for use before holiday parties. Extended use of Lightening Lift offers a reduction in pigmentation, elimination of oily skin and minimization of acne breakouts.
- [Aloe-based Tone and Balance](#) – This product may be spritzed on skin to alleviate the discomfort of surface dryness during the winter and restore the skin's natural pH. Additionally, Tone and Balance may be used as a light body moisturizer and to remove any traces of cleanser and debris before applying facial moisturizer.

Although the Lexli brand was introduced 14 years ago, it has only recently been made available to skin care professionals nationwide. The line of professional products are supported by scientific research and formulated with a base of [certified organic, pharmaceutical-grade aloe vera](#). While most skin care products utilize a base of water, which dilutes the active ingredients and provides no benefit to the skin, Lexli's base of high-grade aloe penetrates deep into tissue to heal damaged skin. With a 90% reorder rate, the Lexli line is proving its ability to provide healthier, more beautiful skin and is, therefore, an excellent tool to help spa businesses grow.

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LEXLI INTERNATIONAL, INC.

Founded in 1996 by Dr. Ahmed Abdullah, a board-certified plastic surgeon and nationally recognized aloe researcher, Lexli® offers a line of professional skin care products created to achieve healthier, younger-looking skin. All Lexli product formulations, including AloeGlyC®, the brand's patented and celebrated daily exfoliant, and the Lexli Acne Kit, the most potent and focused over-the-counter acne treatment available, are developed with certified organic, pharmaceutical-grade aloe vera as their principal ingredient. Formulations incorporate additional natural ingredients, including pH-balanced humectants, masking agents, protectants and botanicals.

The Lexli line is available from licensed skin care professionals at select spas, physician offices and salons. For more information, visit www.lexli.com.

Editor's Note: To request product samples or product images, please contact Stacey Stark at stacey.stark@stark-white.com.