

WHY MOISTURISING IS IMPORTANT for your skin, especially in winter!



Skin is the body's largest organ and to keep it healthy and blemish-free, it needs regular tending. No matter what type of skin you have – oily, dry, or acne-prone – regularly using a good moisturiser should be a part of your skincare regime. As winter's chill sets in and the air turns dry, routinely moisturising your skin becomes more important. It's not just a beauty ritual but a necessity for maintaining healthy and radiant skin.

Let's explore why this simple step should be at the forefront of your winter skincare routine.

The winter season can also worsen skin conditions like eczema and dry patches. Moisturising products, especially those

containing soothing ingredients like aloe vera, shea butter, or oatmeal can help alleviate these concerns. They provide relief by reducing itchiness and redness while promoting healing and regeneration.

Winter air is notorious for its low humidity levels, which can strip your skin of its natural moisture. As the cold winds bite at your exposed skin, you may notice it becoming tight, rough, and prone to flakiness. Moisturising helps lock in much-needed hydration, preventing your skin from feeling parched and uncomfortable.

Winter can be harsh on your skin, subjecting it to extreme temperatures, wind, and indoor heating. These factors can compromise your skin's protective barrier,

making it more susceptible to irritation and redness. A good moisturiser acts as a shield, creating a barrier between your skin and the elements, preventing moisture loss and maintaining your skin's resilience.

Then again, not all moisturisers are created equal, and it's essential to choose one that suits your skin type. Whether you have oily, dry, or sensitive skin, there should be a moisturiser designed to meet your specific needs. Choose products that are formulated for winter or have added hydrating ingredients to provide your skin with extra care during this season.

That said, you should consider a few tips – drinking plenty of water and maintaining a healthy diet rich in omega-3 fatty acids

and antioxidants can also help you to keep the skin hydrated.

More importantly, pay attention to hands and lips. The skin on your hands and lips is thinner and often more exposed, making them more susceptible to dryness. Use a nourishing hand cream and a hydrating lip balm regularly.

Don't let the cold, dry air take a toll on your skin's well-being. Welcome the winter season with a diligent skincare routine that includes a high-quality moisturiser. Your skin will thank you with a radiant, hydrated, and comfortable glow all season long.

By Ayman Anika

Photo: LS Archive/Sazzad Ibne Sayed

ALOE VERA
ত্বকে ঠাণ্ডা করে দেয়,
জলজ্বালা দূর করে

COCOA BUTTER
ত্বকে নরম করে এবং
ত্বকে সর্দিয়া দূর করে

FINE FRAGRANCE
আপনাকে করে সেরা
সাজানো

Beautina

BODY LOTION

HEALTHY ত্বকে আত্মবিশ্বাসী আমি।
আর আপনি?

এবার শীতে আপনার সজীব ও কোমল
ত্বক পাক আভিজাত্যের ছোঁয়া

এখন প্রতিটি **বিউটিনা** বডি লোশনের সাথে
একটি **ম্যাড্রাসিনা** সোপ

ফ্রী*

*বিউটিনা বডি লোশন ২০০মিলিঃ এর সাথে স্যান্ডালিনা সোপ ৭৫ গ্রাম এবং বিউটিনা বডি লোশন ১০০মিলিঃ এর সাথে স্যান্ডালিনা সোপ ৫০ গ্রাম ফ্রী।