

MOST GUYS SPEND VERY LITTLE TIME ON PERSONAL GROOMING DURING WINTER MONTHS. TO HELP MEN LOOK AND FEEL GREAT, DOVE MEN+CARE EXPERT AND DERMATOLOGIST DOCTOR JEFFERY BENABIO OFFERS THESE TIPS TO HELP MEN AVOID IRRITATION THIS WINTER:

IF YOU'VE SPENT ALL DAY OUTSIDE IN THE COLD, A HOT SHOWER IS TEMPTING. BUT, HOT WATER MAKES IT HARD FOR YOUR SKIN TO RETAIN MOISTURE. INSTEAD, USE LUKEWARM WATER – IT KEEPS YOU WARM, WITHOUT THE HARSH EFFECTS. ALSO, THE WINTER SUN STILL PRESENTS RISKS. USE MOISTURIZER WITH MINIMUM SFP 15. LASTLY, WEARING MULTIPLE LAYERS CAN CAUSE YOU TO SWEAT, LEADING TO UNDERARM IRRITATION. PROTECT YOURSELF WITH A NON-IRRITATING DEODORANT LIKE DOVE MEN+CARE FRESH AWAKE ANTIPERSPIRANT, WHICH CARES FOR SKIN WITH ONE QUARTER MOISTURIZER, AND ALSO PROVIDES POWERFUL 48-HOUR ODOR AND WETNESS PROTECTION.

A FEW SIMPLE STEPS CAN SAVE MEN MONTHS OF IRRITATED SKIN THIS WINTER. FOR MORE INFORMATION ON TIPS AND PRODUCTS THAT CAN HELP, VISIT DOVEMENCAREDOTCOM.