

Dermatologist approved skin care trends for a naturally glowing look

Dr. Ellen Marmur shares insights on the latest developments in the world of beauty

Looking to achieve naturally glowing skin, but have no clue where to begin? You are not alone. With today's deluge of complex beauty treatments and seemingly endless beauty aisles, it's time to simplify. Dr. Ellen Marmur, author of *Simple Skin Beauty* and spokesperson for Dove Advance Care Deodorant, helps us cut through the clutter with these dermatologist approved skin care trends.

Natural Skin Beauty: In my practice, I see more and more women embracing a natural look when it comes to their beauty routine – limiting the amount of makeup and focusing intently on skin care. When it comes to achieving a naturally glowing look, my mantra is “protect, enhance and troubleshoot.” Protection begins with regularly cleansing the skin and replenishing its moisture to restore balance. Enhancing is where we get to embellish our best features by evening the skin tone using a light tinted powder and playing up the natural highlights of our face. For trouble spots, it's important to treat only the affected area with a dermatologist recommended or prescribed treatment.

Multi-Tasking Beauty Products: In a world where every minute counts, it's not surprising that women are continually looking for ways to streamline their morning routines. With advances in skin care technology, multi-tasking beauty products are rapidly increasing in popularity. These products are not only limited to makeup and moisturizers; they have now expanded into other categories such as deodorant. We do not always think of our underarms as being beautiful, but it's an area that requires special attention and care. I suggest using New Dove Advanced Care Anti-Perspirant/Deodorant, which is the only deodorant formulated with NutriumMoisture to provide softer, smoother armpits in just three days. Plus, it offers 48-hour odor and wetness protection for confidence all-day long.

Sunscreen Gets Glam: For years you have heard about the importance of sunscreen, but with natural skin beauty on the rise, it has now taken center stage. Sun protection is important 365 days a year to help keep wrinkles and discoloration at bay. Depending on how you apply your sunscreen, you may be getting only a fraction of the protection listed on the bottle. Therefore, I recommend women opt for higher SPF protection – between SPF 30 and SPF 50 – and reapply every two hours or even more frequently when in direct sunlight, swimming or working out.

Skin care doesn't have to be complicated. These dermatologist approved beauty trends from Dr. Marmur will help you achieve better results with less hassle and confusion.

Visit [Dove.com](https://www.dove.com) for more information on New Dove Advanced Care Anti-Perspirant/Deodorant with NutriumMoisture.