



Your Skin Needs You to Drink More Water

Fairfield, NJ - Women in all age groups from all around the country identify it in survey after survey as their top skin complaint - even above wrinkles or acne. Cosmetics companies spend millions each year researching and developing new potions to counter it. Yet, for those who suffer from dry skin, one of the best treatments available is as close as their kitchen tap or the office cooler. "Water is crucial to virtually every part and process of the body, including the healthy function of skin cells," said Joshua Fox, MD, a NY-area dermatologist and founder of Advanced Dermatology on Long Island. He says that drinking 48-80 ounces of water per day is ideal, in order to keep skin hydrated from the inside out.

"While most people are aware of other good reasons to drink water, like avoiding dehydration during exercise or enhancing weight loss, many people don't know what a difference drinking enough water can make to the health of their skin," Fox said. As the popularity of bottled water continues to soar - it was named one of this year's top 20 food & drink trends by a popular gourmet trade magazine - the advantages of pure spring water over tap water are becoming more and more evident. And those benefits extend far beyond taste.

According to Judson Kleinman, president of Corporate Essentials - a leading provider of bottled water and other beverage services to corporations and businesses in the New York Metro area - purity is a key factor in reaping the better-skin benefits of water consumption.

"Though the vast majority of tap water is considered safe to drink," Kleinman said, "it can still harbor traces of heavy metals, chlorine, fluoride, microorganisms and other impurities that can dull the skin." The purer the water, the more effective it will be in accomplishing the following essential tasks for healthier skin:

- **Skin: Water's Last Stop** - Even though the skin is the body's largest organ, and even though it is composed of nearly 70% water, the skin is last on the body's hydration chain. This means that any fluid taken in is used and absorbed by blood, tissue and other organs first, and carried to the skin last. Upping water intake ensures that there will be plenty left over to hydrate the skin.
- **Water Works** - Water does a number of critical jobs in the body, but one of the best jobs it does for the skin is to remove and dispose of toxins and impurities from skin cells. It also carries and deposits vitamins and nutrients from the foods we eat into skin cells. The more efficient this process is, the brighter and healthier the skin will appear.
- **Sweating the Details** - Sweating is actually healthy for skin cells. Sweat acts as a vehicle to sweep dirt, debris and oils out of pores, which prevents them from clogging, and helps the skin to rid itself of dead cells. Adequate water consumption ensures normal sweat production, which can lead to clearer skin.
- **Supporting the Building Blocks** - Water is a major component of collagen, the building block of skin cells. As we age, it is particularly important to provide the skin with plenty of water to support the production of new collagen (a process that slows as we get older, and lags drastically after menopause), as well as to keep existing collagen as supple and elastic as possible.
- **Helping Moisturizers Moisturize** - Contrary to popular belief, most moisturizers don't moisturize at all. Instead, they provide an extra barrier for the top layer of skin, in order to help it prevent the loss of skin's true moisture - the water we drink. Drinking enough good-quality water will help make topical treatments more effective by giving them moisture to lock into the skin.