

A PRINT AND ONLINE ADVERTISING FEATURE IN CANADA'S #1 NATIONAL NEWSPAPER AND #1 NEWS WEBSITE



A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

With lower temperatures, cold winds and indoor heaters switched on, the colder season brings unique challenges for maintaining healthy skin. And since our skin health has serious implications for our overall well-being, it's only prudent to make an educated effort to protect it against external risks and dangers, such as temperature differences and excessive sun exposure.



**GOING LIVE IN PRINT AND ONLINE:**  
NOVEMBER 16, 2017

**GET INVOLVED BY:**  
OCTOBER 5, 2017

**MATERIALS DUE:**  
NOVEMBER 9, 2017

### Proposed editorial highlights:

**AGE-APPROPRIATE CARE.** What are the experts' recommendations for the skin care needs for different age groups, from babies and teenagers to adults and boomers?

**HEALTHY ROUTINES.** We explore the benefits of moisturizers, sun protection, cleansers and other daily routines.

**PRODUCTS AND THERAPIES.** We highlight experts' views on skin health products, facials, steam, electro therapy and comedone extraction.

**INNOVATION.** What are some of the new diagnostic tools and treatment options that offer hope for patients suffering from skin conditions such as psoriasis and eczema?

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SATURDAY READERS



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**3.6 million**

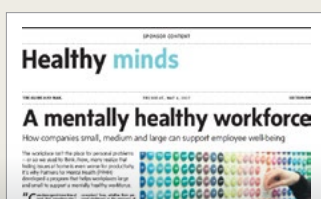
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See page 2 for details...

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**NEXT STEPS?** Contact Globe and Mail Project Manager RICHARD DEACON at 604.631.6636, or via e-mail at [rdeacon@globeandmail.com](mailto:rdeacon@globeandmail.com)

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## WINTER SKIN HEALTH



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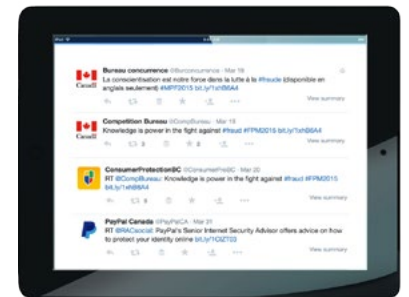
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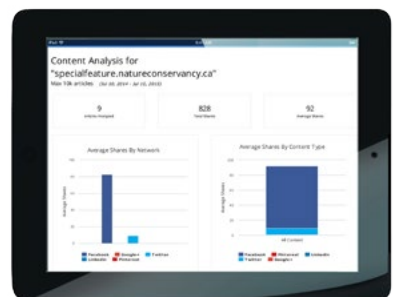
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