



Winter-proof your skin and hair with these quick tips

Aly Walansky
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Between the brutal cold and wet snow outside and the drying heat indoors, our hair, skin and makeup is in a constant battle against the elements. Follow these expert tips to trick Mother Nature and feel soft and beautiful throughout the harsh winter months.

Hydrate your hair

The bone-dry winter climate means static electricity is at its peak. Try using a hair mask once a week to fight flyaways and add moisture. Giovanni Vaccaro, creative director at [GLAMSQUAD](#), recommends a nourishing oil treatment to strengthen strands and keep them soft. "My go-to product is [Kerastase's Masque Elixir Ultime](#)," Vaccaro said. "Hydration is key any time of year, but especially during the cold, dry winter months."

Don't forget sunscreen!

It's easy to skip sunscreen when it's cold and hazy outside, but you still need to protect your skin from UV rays, says makeup artist Jennifer Trotter of [Lip Service Makeup](#). Make sure to use moisturizer with SPF in the formula and don't forget your ears and neck if they are exposed!

Get bold with your brows

When it's nasty outside, we tend to wear less makeup and wear a hat over our foreheads. Both call major attention to our eyebrows. Take the time to keep them clean and polished, even on days when you decide not to wear much makeup. If you have a few minutes, fill in your brows with a powder, pencil or pomade that matches your brow shade, Trotter says. Use short, hair like strokes to fill in sparse areas, but be careful not to go overboard.

Get your primer on

Blistering weather can strip makeup off in an instant, so foundation and eye shadow primer is key, says Los Angeles makeup artist and founder of [SkinOwl](#), Annie Tevelin. Primer will keep your foundation looking fresh and stop cold air from stripping away your preferred coverage.



Be gentle

To fight wind chill, try using skincare and face makeup with healing ingredients like aloe vera and essential oils, and calming ingredients like lavender, chamomile and calendula, says Tevelin. If your skin is dry from the winter weather, make sure you steer clear of chemical peels, over exfoliation and acidic vitamin A.

Skip the powder

Winter skin will drink up any moisture it is given. If given cream face formulas, your skin will naturally balance itself out and feign radiance, says **GLAMSQUAD** Director of Makeup Artistry Kelli Bartlett.

Warm your cheeks

If you have pale skin, use cream blush in a warm rosy tone to instantly warm up your cheeks. Go easy on the bronzer this time of year, which can look harsh and unnatural in the dead of winter, says Trotter. And stay away from lip and cheek colors in brown or beige tones. Without the summer sun, you'll need the boost of a peachy rose to mimic a natural flush.

Showcase your eyes

When you're all bundled up and your face is the only thing showing, your eyes are especially on display. Make them shine with a soft charcoal or dark brown liner on your upper and lower lash lines and add plenty of mascara, Trotter says.

Pro tip: You might be tempted to use waterproof mascara if it's snowing and wet, but if you do, use it very sparingly. Waterproof mascara is very drying to lashes, so it's better to use a smudge-proof option with a conditioning formula.

Avoid lip gloss

When those harsh winter winds blow, your hair will stick right into your gloss — not the best look! Instead go for lip balms or stains in a creamy color. Blot after applying to maintain color without the stickiness, says Trotter.

Wash hair less often

Winter can be extremely harsh on hair. One of the best ways to save your strands and preserve color is to wash it less often, says James Cornwell of Cornwell Styling. When you do wash (about every two days), be sure to use a color-preserving shampoo. They are designed to moisturize your hair and keep it looking fresh.