

THE OH-SHIT GUIDE TO Face Protection



DRYNESS

How to prevent: Use a hydrator to add water to your skin; this is a good way to prevent tight, flaky skin, even if yours is normally oily.

Try: Eve Lom Intense Hydration Serum (\$82; amazon.com).

How to treat: Go heavy-duty with a hybrid oil-serum, which adds lots of moisture.

Try: Caudalie Premier Cru the Elixir (\$99; us.caudalie.com).



SUNBURN

How to prevent: Yes, you can still get a burn when it's cold, especially if you're near snow or at high altitude, so keep reapplying a matte-finish sunscreen with SPF 30+.

Try: Jan Marini Antioxidant Daily Face Protectant SPF 33 (\$49; janmarini.com).

How to treat: Once skin is sunburned, you want to enhance its repair mechanisms.

Try: Caudalie Vinopure Radiance Serum (\$79; us.caudalie.com).



WINDBURN

How to prevent: Moisturizers form a shield over the skin's surface to protect it from the elements and lock in moisture.

Try: 3Lab "M" Cream (\$280; dermstore.com).

How to treat: Windburned skin is inflamed, and rich creams designed for stressed skin are the best way to calm it down.

Try: Natura Bissé Diamond Extreme Cream (\$345; naturabisse.com).



CHAPPED LIPS

How to prevent: Skip waxy lip balms—they don't moisturize lips as well as serum balms.

Try: 3Lab Perfect Lips (\$45; amazon.com).

How to treat: A rich, nonsticky ointment will give you the quickest relief.

Try: Aquaphor Healing Ointment (various prices, sizes; amazon.com).

THE FACESAVERS



THE NEOPRENE COVER

Advantage: Impervious to the wind.

Disadvantage: Can be tricky to get the breathing down right. Neofleece face mask (\$23) by Seirus; seirus.com.



THE WOOL BALACLAVA

Advantage: Total coverage.

Disadvantage: "Did you just rob a bank?" Wool-blend face mask (\$30) by Chaos; chaoshats.com.



THE SCARF

Advantage: Keeps the wind out, looks great.

Disadvantage: Tricky when it's windy. Cashmere-and-silk scarf (\$180) by Corneliani; corneliani.com.

SO YOU'VE GOT HAT HAIR

To minimize whatever hair catastrophe awaits you when you remove your winter hat, Esquire grooming guru Rodney Cutler recommends stocking up on hair products with some weight to them. Pomades or gels are your best bet for exerting some control.

THE PRE-WINTER CHECKLIST

How to make sure you're ready when things start to cool down

- Go through existing sweaters. Purge the ones with egregious holes and bad stains. Dry-clean the wrinkled, worn-in rest.
- Take out boots. Clean, condition.
- Try on coats and jackets. Still fit? Any missing buttons or ripped linings? Proceed accordingly.
- Wool socks: Try on. Discard any with holes or tears and replace.
- Hats, gloves, scarf: Locate them. Assess them. And keep them handy when you need them.
- Remember, when things get really cold and you don't think you can take it anymore: Spring is right around the corner.

THE PRE-SUMMER CHECKLIST

How to make sure you're ready when things start to heat up

- Store your existing sweaters. But not before purging the ones with unfixable holes and/or stains and dry cleaning the wrinkled, worn-in rest.
- Put away boots. But not before cleaning and conditioning.
- Hang up your coats and jackets. But not before assessing and repairing any damage.
- Put away your hats, gloves, and scarf. And tell your wife where you put them. Because you will probably forget.
- Remember, when it starts to heat up and things get uncomfortable: Winter is right around the corner.

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