

Keep your skin hydrated with fruit and vegetables. "I Love Fruit&Veg from Europe" presents the secret to wellbeing for your face and body.

London, 14 January 2025 - The state of health of our skin is essential for maintaining well-being. In winter, our skin tends to dry out more due to the cold. To prevent dryness now and throughout the year, be sure to adopt an effective routine, which includes healthy eating habits but also looks after our skin. The **"I Love Fruit & Veg from Europe"** project, which aims to promote the **conscious purchase and consumption of quality European fruit and vegetables** in the United Kingdom, including their organic and PDO/PGI versions, emphasises the importance of safe and sustainable nutrition for the wellbeing of mind and body. The project is supported by the producers' organisations **Agritalia, A.O.A., La Deliziosa, Meridia, Terra Orti** and **co-funded by the European Commission**.

A diet packed with fruit and vegetables will help in keeping your skin hydrated because these products contain high levels of water, vitamins and minerals, which can improve the health of our skin.

In winter, eat fruit for optimum skin hydration: have as many oranges and citrus fruits as possible! Rich in vitamin C, which aids collagen synthesis, they can improve skin elasticity and counteract the signs of ageing; the secret is in the citric acid that stimulates collagen production. Sweet and juicy, pears and apples are other hydrating fruits and natural energy sources.

Vegetables are also the secret to good skin and good health. For **facial hydration, cucumbers** are one of the most hydrating foods as they're 95% water. They also have soothing properties, which are great for reducing inflammation and maintaining skin tone and firmness.

What should we eat and drink? For a simple smoothie, blend the following ingredients: slice an apple, a pear and an orange, put them in a tall glass, add a pinch of cinnamon, 1/2 glass of sugar-free almond milk and ice. Healthy smoothies are made

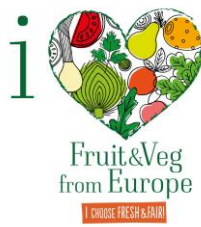


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by combining several types of fruit and substituting dairy milk with rice, almond or soy milk; try adding low-fat yoghurt, too. And for some **fresh ideas** throughout the day, eating fruit and vegetables is satisfying but light and helps keep your skin well hydrated. Make them your **go-to snack** for healthy, glowing skin.



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Media Contact: press@mbconsultingsrl.com



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