

SUN SAFETY

MYTHS AND TRUTHS

MYTH: 30 minutes of daily sun exposure is good for you.

TRUTH:

According to the Skin Cancer Foundation, our bodies are able to produce some Vitamin D following sun exposure. However, after a limited amount of exposure to the sun's UVB rays (approximately 5 minutes daily for a Caucasian in New York at 12 p.m. in summer), Vitamin D production reaches its maximum. Further UV exposure can actually break down Vitamin D to inactive compounds! Furthermore, sun exposure increases your risk of skin cancer and accelerates skin aging. It's better to take a Vitamin D supplement for the all benefits without the risk of cancer.

MYTH: You don't need UV protection every day.

TRUTH:

Just because you can't see the sun doesn't mean you're safe from its damaging rays. Believe it or not, up to 80% of the sun's UV rays can penetrate through clouds and fog. Daily protection is the key. If you head into the sun, even for a short time, use a sunscreen that provides broad-spectrum protection like **Ultra Light Sunscreen Broad Spectrum SPF 50**.

MYTH: SPF numbers add up.

TRUTH:

Using multiple products with varying sun protection factors does not increase your sun protection (i.e., SPF 15 moisturizer combined with an SPF 25 foundation does not equal an SPF 40). However, the Skin Cancer Foundation recommends wearing two applications of cosmetics containing sunscreen for the best protection. Try layering your moisturizer or primer with a foundation containing SPF.

MYTH: A "base" tan protects your skin from sunburn.

TRUTH:

There's no such thing as a safe tan. In fact, it signals the DNA is breaking, and it is the breaking of the DNA that directly causes skin cancer and premature signs of aging like wrinkles, sagging and discoloration!

MYTH: Tanning beds are a safe alternative.

TRUTH:

The U.S. Government identifies ultraviolet radiation (UVR) from both the sun and from tanning machines as a known cause of skin cancer in humans. To add to that, studies suggest that tanning bed use before the age of 35 increases the risk of melanoma by 75%. The good news? You can still achieve a beautiful, bronzed look without the negative effects of the sun. Try **Self-Tanning Bronzing Foam** and **Bronzing Powder** for beauty without the bake.

MYTH: Windows protect us from the sun's ultraviolet rays.

TRUTH:

Car windows have been proven to let in more than 60% of the UVA rays that are responsible for skin aging. This can also lead to "asymmetrical facial damage" (significantly more wrinkles, sagging and spots on the side of your face closest to the window).

MYTH: Your risk of getting skin cancer is low.

TRUTH:

One person dies every hour from skin cancer. 1 in 5 Americans (1 in 3 Caucasians) will develop skin cancer in the course of a lifetime, reports the Skin Cancer Foundation. UV rays are now known to be carcinogenic and are the direct cause for skin cancer cases that are increasing each year.

For maximum protection from the sun's aging and burning rays, ask for a safe sun skin consultation.

