

New Help Against Skin Cancer And Premature Aging

(NAPSA)—A little planning may help reduce your risk of developing skin cancer.

More than 1 million new cases of skin cancer will be diagnosed in the United States this year, according to the American Cancer Society, and more than 75 percent of skin cancer deaths are from melanoma, the most common form of cancer in young adults.

Fortunately, there are steps you can take to protect yourself. What's even better, Dr. Darrell S. Rigel, Clinical Professor of Dermatology at New York University's Langone Medical Center, tells you how.

1. If you have to be out in the sun between 11 a.m. and 3 p.m., be sure to wear sun protection and protective clothing.

2. Perform your own skin cancer self-examinations. Neutrogena has co-founded a program with the American Cancer Society called Choose Skin Health. The program educates consumers on the importance of proper sun protection, encouraging you to empower yourself by regularly performing self-examinations. Additionally, the program offers you the opportunity to sign up for a free skin cancer screening.

3. Be sure to visit your dermatologist for yearly skin cancer checkups.

4. Use a broad-spectrum UVA/UVB sun-protection product.

5. Use sun protection 365 days a year; sun protection isn't just for the beach.

By using a broad-spectrum sunblock with a higher SPF every



Dermatologists say most people would be better protected from melanoma and prematurely aged skin if they used the proper amount of sunscreen.

single day, your skin will be healthier and will result in much less cumulative sun damage over a lifetime.

Additionally, applying a higher SPF can help to compensate for underapplication of sunblock. Most people apply less than the dermatologist-recommended 1 oz. of sunscreen, which translates to having significantly less sun protection than the indicated SPF value on the label. In fact, the underapplication of a given SPF can result in receiving only one-tenth (1/10) of the SPF shown on the label. For example, underapplying an SPF 70 can equal an SPF 7.

To help protect your skin, Neutrogena introduced new Ultra Sheer Dry-Touch Sunblock SPF 100+. The breakthrough technol-

ogy—Helioplex—harnesses the power of two sunscreens, avobenzone and oxybenzone, and is engineered to deliver very high, very broad and photostable UVA/UVB protection.

It's the only sunscreen proven to protect against over 99 percent of sunburn damage with the highest level of photostabilized, broad-spectrum SPF available.

It also offers a one-of-a-kind blend of skin care aesthetics, including an advanced, fast-absorbing, nonwhitening and lightweight formula.

Infused with a light, fresh scent, it instantly absorbs excess sunscreen oils to leave skin feeling soft with a sheer, matte finish. The lotion is also oil-free, noncomedogenic, PABA-free, waterproof and sweatproof, so it won't clog pores or run into and sting eyes. Learn more at www.neutrogenaskinhealth.com.

Worried you aren't getting enough vitamin D because you are wearing sunscreen?

- Research shows that women are not getting enough vitamin D, which is critical for optimum bone health.
- While the sun helps your body synthesize vitamin D, unprotected exposure can lead to skin cancer and premature aging.
- A safe and effective alternative is taking a vitamin D supplement, such as Viactiv Soft Chews, which provide 125% of the daily recommended value of vitamin D. 