

## New FDA-Approved Sun Protectant Saves Skin All Year Round

(NAPSA)—Studies from the American Academy of Dermatology reveal that even as weather cools, the sun's powerful rays pose a strong threat, contributing to skin cancers and premature aging of the skin.

"The No.1 cause of skin aging is actually UVA rays, not the UVB rays that your average sunscreen protects against," says Dr. Lydia Evans, a New York-based dermatologist. "What most people don't realize is that UVA rays are present year round, even on the cloudiest days, and they are able to penetrate glass."

To protect skin from premature aging, dermatologists recommend using a daily moisturizer with sunscreen built-in. Studies show, however, that not all UV protection is created equal.

Mexoryl™ SX (ecamsule) is the latest FDA-approved sun filter to give advanced protection against UVA rays. Used in Europe and throughout the world for over 13 years, it is now widely available in the United States at drugstores and mass market retailers nationwide in the form of L'Oréal Paris Revitalift UV Daily Moisturizing Cream with Mexoryl SX. Mexoryl offers protection from both short and long UVA rays, along with broad spectrum UVB SPF15 coverage. Now that skin can be protected from short UVA rays, a critical gap in the UV spectrum has been filled.

"UVA rays penetrate the epidermis, reaching the dermis to negatively impact cell metabolism and the DNA of healthy cells," says Dr. Evans. "The result of this, in the worst cases, is skin cancer, but it is also the primary cause of loss of skin firmness, premature wrinkles and discoloration."

Dermatologists acknowledge



**Award-winning actress Andie MacDowell understands the importance of proper skin care.**

that the smartest way to fight the signs of aging is not the latest procedure, injection, or laser therapy. The smartest thing you can do is to use advanced UVA protection. This is a reason why Mexoryl SX is recommended by 25,000 dermatologists worldwide. And with a high photostability, Mexoryl SX lasts longer in the sun than most UVA filters, which is a key factor in sunscreen efficacy.

So for women who want to look their best and maintain the healthy appearance of their skin, the key is to use a daily moisturizer such as Revitalift UV Daily Moisturizing Cream with Mexoryl SX each morning, every day of the year. Its moisturizing formula is lightweight and is designed for daily use, so your skin is protected from UV rays all year round.

"We now know that sun protection is a year-round effort, so it's time to take steps to protect ourselves with the newest and most advanced UVA-protection technology," says Dr. Evans.

For more information on L'Oréal Paris Revitalift UV Daily Moisturizing Cream with Mexoryl SX, visit [www.advancedrevitalift.com/mexoryl](http://www.advancedrevitalift.com/mexoryl).