

Avoiding Sun Damage, Whatever The Weather

(NAPSA)—Don't shelve that sunscreen just yet. According to the Skin Cancer Foundation, in 2006 more than 1.5 million skin cancers will be diagnosed in the United States.

Often we forget that even during cold weather we are subject to powerful ultraviolet radiation in the form of UVA rays, when the sun reflects off snow and other surfaces. What's more, these rays can pass through glass, are not affected by changes in temperature and penetrate deep into skin layers, possibly causing long-term damage. That's why industry-leading dermatologists, such as Dr. Susan C. Taylor, say people need to wear long-lasting broad spectrum sunscreen that protects against both UVB rays (responsible for burning the skin) and UVA rays (responsible for many skin cancers and premature aging) year-round.

"All sun screens are not created equal. Most lose their potency soon after sun exposure," Dr. Taylor explains. "People should always look for sunscreens with active ingredients that remain potent all day."

Dr. Taylor recommends broad spectrum protection because it contains natural actives that help to deliver long-lasting protection against UVB rays, as well as the higher wavelengths of UVA rays.

Healthy Ideas

Like Dr. Taylor, The Skin Cancer Foundation also believes and teaches that it is important to protect skin from the sun year-round,



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not just in the summer or at the beach. The best way to do that is to use a broad spectrum SPF all-day protection. And not only adults; it's a crucial necessity for babies, too.

When choosing sun protection for children, it's important to look for a line with high SPF that's formulated just for babies with some extra care. For example, Aveeno Continuous Protection for Baby SPF 55 is made with an exclusive Active Photobarrier Complex that prevents active ingredients in the formula from breaking down—and like all other Aveeno products the line is made with natural ingredients.

So what else can you do to protect yourself? Be sure to wear a large-brimmed hat when you go outside, get a good pair of sunglasses and, Dr. Taylor says, that whatever sunblock you use, make sure it has an SPF of at least 30.

For more information, visit www.aveeno.com.