

# Sunscreen Protection Important For Year-Round Lip Care

(NAPSA)—For a day at the beach, you'll probably pack a swimsuit. If it's a trip to the slopes, snow gear is in order. But when it comes to protecting your lips from the sun's harmful rays, the gear is the same—lip balm with SPF (sun protection factor).

"Lips are very susceptible to sunburn because lips lack melanin, a dark skin pigment that acts as a natural sunscreen," says Dr. Charles Zuger, associate professor of clinical dermatology at Northwestern University Medical School in Chicago.

Lips also are more vulnerable than other skin parts because wetness from licking and consumption of food and drink can intensify the sun's burning effects.

In addition to discomfort and drying and peeling of the lips, sun exposure can trigger cold sores or fever blisters and can lead to potentially serious cancers including squamous and basal cell carcinoma.

Zuger says the way to protect lips is by wearing lip balm with sunscreen, such as the ones made by Blistex, the leading manufacturer of high-SPF (20+) lip care.

## All Lip Balms With Sunscreen Are Not Created Equal

Most traditional lip balms with sunscreen protect primarily against UVB rays—the ones most responsible for sunburn—and certain short wavelength UVA rays. But long wavelength UVA rays, which unlike UVB rays can pass through window glass, pose a greater danger because they penetrate deeper into the skin than UVB rays.

Blistex is the only major brand that offers a lip balm with the advanced sunscreen Parsol 1789, which protects against UVA rays. New Blistex Clear Advance contains ultra high SPF 30 in addition to Parsol 1789. As alternative



high-SPF lip balms, Blistex also offers Ultra Protection with SPF 30 and DCT (Daily Conditioning Treatment) with SPF 20.

## Tips For Protecting Lips From The Sun

Following are tips to consider when protecting lips and selecting a lip balm:

- Choose a lip balm with an SPF of 15 or greater.
- Apply lip balms with sunscreen 45 to 60 minutes before sun exposure, and reapply every one to two hours and after eating, drinking or swimming.
- Choose a water resistant lip balm with sunscreen for use while swimming.
- Use a moisturizing lip balm after extended or prolonged sun exposure.
- Try to avoid the sun when its rays are the strongest, typically between 10 a.m. and 4 p.m. (Remember that skin is susceptible to sun exposure even when it's cloudy.)
- Wear hats with brims to offer additional sun protection.
- Incorporate lip balm with sunscreen into your daily routine as the best way to always remember to wear sun protection on your lips.

To discover what your lips are missing or for additional information about Blistex products and important lip care, visit [www.Blistex.com](http://www.Blistex.com).