

Scientific Advances Help Protect Your Skin

(NAPSA)—Protecting your skin is important throughout the year, experts agree, but especially so during the warm weather when exposure to the sun's potentially damaging rays is likely to be greatest. Fortunately, scientists specializing in skin care and sun protection are constantly conducting research and developing new products to address the problem.

Recent studies indicate that more than five sunburns in a lifetime doubles the risk of melanoma (the deadliest form of skin cancer). While it's virtually impossible to avoid damaging UVB and UVA rays that can cause sunburns and premature aging, there are many things you can do to protect your skin from future sun damage and even correct pre-existing damage.

"Sunscreens are a great first line of defense in protecting your skin," says Sheldon R. Pinnell, M.D., professor emeritus of dermatology at Duke University Medical Center and a consultant to SkinCeuticals, a pioneer in the field of sun protection.

However, he warns that not all sunscreens are created equal.

Look for a broad-spectrum product, he advises, with microfine zinc oxide, such as SkinCeuticals Daily Sun Defense SPF 20. Using a physical block like zinc oxide ensures that sunscreen chemicals remain on top of the skin—where they can protect it—instead of penetrating beneath, where they can possibly cause harm.

What's more, the latest research shows that—for optimum protection against long-wave UVA rays—sunscreens should be used in conjunction with powerful antioxidants. One like SkinCeuticals Topical Vitamin-C High Potency Serum or Primacy C+E is



The science of skin care can help protect and correct sun-damaged skin.

formulated with L-ascorbic acid, the only form of Vitamin C the body can use—and true vitamin E (α -tocopherol), which can help improve the appearance of sun-damage, while reducing the harmful effects of the sun.

Other tips offered by Dr. Pinnell include:

- Stay out of the sun between 10 a.m. and 3 p.m. when the rays are strongest and try to limit your activity to shady areas.
- Reapply sunscreen every two hours when swimming or perspiring—and include the tops of the ears and nose even on cloudy days.
- Wear a broad brimmed hat and sunglasses with UV protective lenses and wear protective, tightly woven clothing in dark colors.
- To get a golden glow without harmful UV exposure, try a self-tanner, such as Sans Soleil, which delivers a natural-looking, bronzed appearance. To avoid streaking, exfoliate prior to application with SkinCeuticals Body Polish.

SkinCeuticals products are available through dermatologists, plastic surgeons and licensed skin care professionals, or by calling 1-800-811-1660. For more information, or to place an order, visit www.skinceuticals.com.