

Skin Sense

facts from the experts

Have Fun In The Sun With Shade On The Go...

(NAPSA)—Summer is right around the corner and it's a bright idea to protect your skin from getting sunburned. Lounging under a leafy tree or a big umbrella is a wonderful way to pass an hour or two but sometimes it may be necessary to take your shade with you.

Some brands of outdoor wear, such as Tilley Endurables, are tested and granted Ultraviolet Protection Factor (UPF) ratings which are based on the amount of ultraviolet radiation they block. Tilley Endurables designs the optimal choice in protective head-gear, all of which are certified by the AMC Cancer Research Center to deliver a UPF of 50+, the maximum rating given.

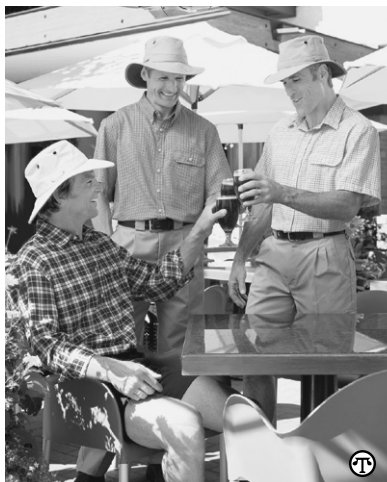
Four ways to take your shade with you:

- Start at the top by shading the face, ears and neck with a brimmed hat that offers certified protection from ultraviolet rays.

- Wear loose, closely woven clothing made of lightweight material to stay cool while providing your body with shade from the burning rays.

- When bare skin is necessary, provide shade by applying sunscreen with a sun protection factor (SPF) of 15 or higher.

- Eyes also appreciate the



Protect the skin you're in with a shade-providing Tilley Hat for maximum ultraviolet protection.

shade, but not all sunglasses protect your eyes from harmful rays, so look for those with UV filters.

Shade-providing Tilley Hats are machine washable, float, tie on in the wind, repel rain and have a secret compartment for money or keys. Moreover, Tilley Hats come with a lifetime guarantee against wearing out and are insured against loss (two years, all-perils, with a 50% deductible).

You can learn more about Tilley Hats online at www.tilley.com.