



Is your sunscreen doing its job?



With so many choices and so much conflicting information in the media it is hard to understand not only which sunscreen product you should use but also how sunscreen protects you and why you should even use it!

Let's talk briefly about the Sun and Ultraviolet Radiation. The rays which we are most concerned about are UVB and UVA rays. Both types of rays are known to cause Sunburn, Skin Aging (i.e. wrinkles, sagging, age spots, etc.), and long lasting skin damage that can lead to skin cancer. UVB Rays (short rays) are most known for their physical manifestation as "redness" or burning of the skin (think of the "B" in UVB standing for "Burning"). UVA rays (long rays), unlike UVB have the ability to penetrate through Clouds, Clothes, and Windows. These rays are going to penetrate deeper into the skin and rather than causing an immediate reaction will actually cause a delayed reaction (we think of the "A" in UVA as standing for "Aging"). They cause long-term skin damage with no noticeable immediate effects which means most people don't realize they should be wearing Sunscreen everyday even when they are not going to be exposed to bright sunlight for any long period of time.

Now that we know a little more about these ray's, how do we protect ourselves?

We need to consider the active ingredients used in sunscreen. There are two different types of sunscreen Chemical and Physical. Many sunscreens today are a blend of both. Chemical sunscreen ingredients are going to be the reason why you must "apply 30 minutes before sun exposure" and why you have to "re-apply every 2 hours". The chemical needs to have time to absorb into and bind to your skin, what it does is cause a chemical reaction in the skin which absorbs the UV rays but it can only absorb so much rays before it becomes ineffective. This means you have to reapply! reapply! reapply! Let's give the illustration that a chemical sunscreen is like a fat cat. This cat is heavy and slow so he takes a while to get going which is why you have to wait before going out in the sun. Now this fat cat loves to eat and gobble up those UV rays but he still gets full and after a while he gets tired and is unable to eat anymore, this is why you have to reapply. Physical Sunscreen ingredients are going to give you a physical defense against the sun. These ingredients are the minerals Titanium Dioxide and Zinc Oxide. They work like mirrors that lay on top of the skin that reflect and refract the sunlight. You do not have to wait those 30 minutes before exposing yourself to the sun since it does not absorb into the skin but rather sits on top.



Broad-Spectrum Physical & Chemical bestsellers.

Interesting and little known fact: SPF (Sun Protection Factor) only measures UVB rays! Many have a hard time understanding what SPF measures. This system of measurement can be misleading. A lot of people do not understand that an SPF 30 for example is not actually double the protection than an SPF 15. A quick SPF breakdown: SPF 15 filters 93% of UVB rays, SPF 30 filters about 97%, and an SPF 50 filters 98%. I am not going to say that there is no difference between an SPF 15 and an SPF 50, because you are getting more protection, but I want to point out that there is only a 5% difference between the two. There is NO sunscreen that protects 100% of UVB rays and anything labeled over SPF 50 is almost meaningless as the percentage of protection only goes up marginally. The U.S. does not have a standardized measurement system for UVA rays. Europe uses a UVA low, medium and high rating system and Japan uses PA+ (some) , PA++

(moderate), PA+++(high), or PA++++(extremely high) as a label to determine how much UVA protection any given product contains. The FDA came out with new regulations for testing and effectiveness of Sunscreen & now requires UVB to match the UVA rating when using the label "broad-spectrum". You should always look for a "broad-spectrum" label to determine if the SPF also blocks UVA rays. SPF regulations can be found on www.fda.gov

| USE | SKIN TYPE | EltaMD® SUNSCREEN | | OIL-FREE | UNTINTED | TINTED | WATER-RESISTANT |
|-------------|-------------------------------------|-------------------|------------------------|----------|----------|--------|-----------------|
| Face | Acne-prone, Rosacea, Hyperpigmented | UV Clear | Broad-Spectrum SPF 46 | ● | ● | ● | |
| | All Types, Post-Procedure | UV Elements | Broad-Spectrum SPF 44 | ● | | ● | 40 mins |
| | All Types | UV Replenish | Broad-Spectrum SPF 44 | ● | ● | | 40 mins |
| | Extra-Sensitive, Post-Procedure | UV Physical | Broad-Spectrum SPF 41 | ● | | ● | 40 mins |
| | Normal, Combination, Post-Procedure | UV Daily | Broad-Spectrum SPF 40 | | ● | ● | |
| | Dry, Mature, Post-Procedure | UV Facial | Broad-Spectrum SPF 30+ | | ● | | |
| Face & Body | All Types | UV Pure | Broad-Spectrum SPF 47 | ● | ● | | 80 mins |
| | Oily to Normal | UV Shield | Broad-Spectrum SPF 45 | ● | ● | | |
| Full-Body | All Types | UV Active | Broad-Spectrum SPF 50+ | ● | ● | | 80 mins |
| | All Types | UV Sport | Broad-Spectrum SPF 50 | ● | ● | | 80 mins |
| | All Types | UV Spray | Broad-Spectrum SPF 46 | ● | ● | | 80 mins |
| | All Types | UV Aero | Broad-Spectrum SPF 45 | ● | ● | | 80 mins |
| | All Types | UV Lotion | Broad-Spectrum SPF 30+ | | ● | | |

There are many great sunscreen products EsthetixMD carries. I would highly recommend looking at The Skin Cancer Foundation's website (www.skincancer.org) for more information on Sun Protection as well as Sunscreen. Some of the best sunscreen you can buy are the ones that have been labeled with a recommendation from The Skin Cancer Foundation because they must go through additional in depth testing which means you are getting a product with guaranteed satisfaction.

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