

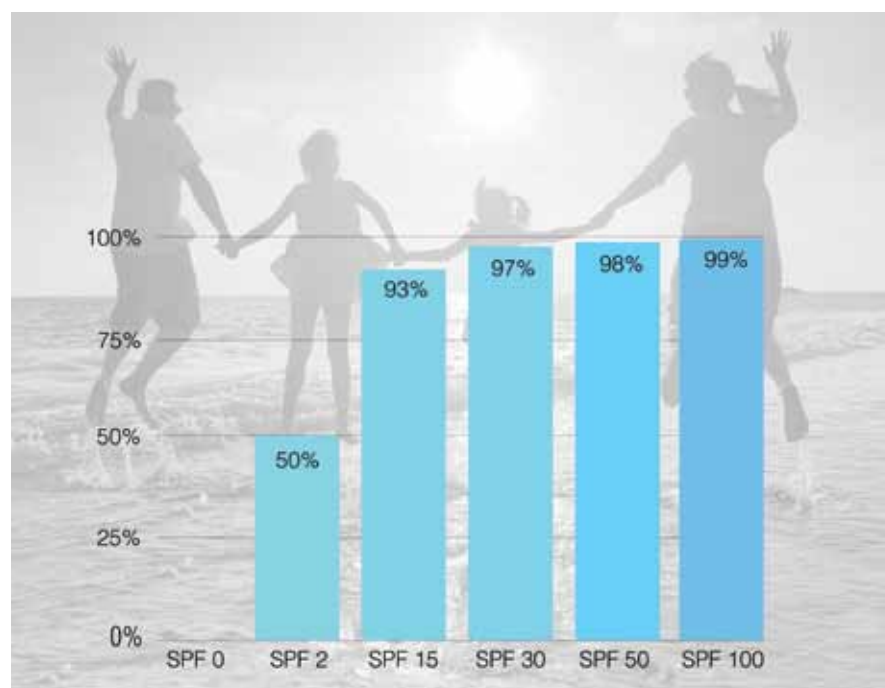
Hello Sunshine

SUN AWARENESS WEEK 14TH – 20TH MAY

With summer on its way and such a selection of skincare products in the market to protect your skin from sunburn and damage, we hear from Rachel Eve, our local skincare professional to bust some of the sun care myths and ensure you give your skin the best protection this summer.



HOW MUCH PROTECTION DOES MY SUNSCREEN GIVE ME?



WHAT IS SPF?

SPF stands for sun protection factor. There are two main forms of SPF protection - chemical sunscreen and physical sunscreen. Chemical sunscreens protect our skin by creating a chemical reaction and converting UV rays into heat. They then release heat from the skin. They are often referred to as UV absorbers. The higher the SPF, the more chemicals they contain. The SPF provided from a chemical sunscreen is only able to protect us from UVB rays, the burning or tanning sun ray. If your SPF doesn't specify 'broad spectrum' SPF, the likelihood is you have little or no protection from the UVA - the ageing rays. Physical sunscreens contain active mineral ingredients such as titanium dioxide or zinc oxide, which work by sitting on top of the skin to reflect and scatter damaging UV rays away from the skin. They are often referred to as physical blockers and are able to filter out both UVA and UVB light. Think of it as wearing UV protective clothing.

Myth 1: The higher the SPF the better

Don't be fooled by a high SPF found in chemical sun creams. The increase in UVB protection between SPF ratings is not proportionate. In fact, there is only 5% additional UVB protection between SPF15 and SPF50, but there are a significant amount of chemicals filters added.

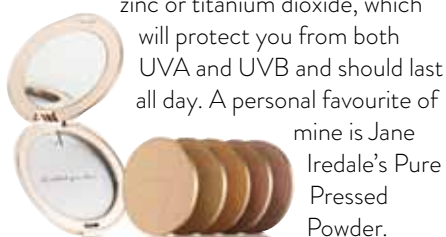
Myth 2: UVB (sunburn) rays damage us more than UVA rays

Unfortunately for your tan, living in the UK means you are exposed to a very limited amount of actual sun rays (UVB tanning/burning rays) throughout the year. However, we are still exposed to UVA rays on a daily basis - even from artificial lights. Although you can quickly see UVB damage in the form of sunburn, UVA damage takes a lot longer to show. UVA 'skin ageing' rays penetrate through the top layer of the skin (epidermis) into the deeper dermis layer, destroying essential cells causing visible damage (ageing) over time causing visible signs like un-even skin tone, deep wrinkles, lax or sallow skin with a rough thickened texture.

Myth 3: My daily moisturiser and foundation gives me enough SPF protection

Chemical SPF absorbers in most moisturisers will break down after 2 hours, so relying on a daily moisturiser with added SPF to protect you all day isn't ideal.

If you wear a foundation daily, try to buy a mineral foundation that contains zinc or titanium dioxide, which will protect you from both UVA and UVB and should last all day. A personal favourite of



mine is Jane Iredale's Pure Pressed Powder.

Myth 4: 'Prickly heat' is caused by heat

Many people believe that prickly heat - a condition that causes hot and irritated skin, with a bumpy, rash-like appearance - is solely caused by the heat from the sun. The irritation actually occurs when using a chemical sunscreen SPF with water resistant properties. Adding waterproof and sweat resistant ingredients means the lotion will create a film over the skin making it harder for the skin to perspire and regulate its temperature. If you suffer with prickly heat on holiday, my advice is to switch to mineral (physical) sunscreen



that eliminates the chemical reaction allowing your skin to perspire.

For smart UV protection all year round, ensure you are applying a broad spectrum SPF with added antioxidants to protect from ageing free radicals. A personal favourite is Environ's RAD SPF15.

Be sure to re-apply every 2 hours when you are in sunlight.

For those of you who are showing signs of sun damage, all is not lost. Here are three key ingredients to add into your skin care routine:

- **Vitamin A** - one of the only proven



ingredients to correct living skin cells, normalising unhealthy skin.

- **Vitamin C** - a great antioxidant to protect against future attack and amazing for lightening pigmentation or red capillary damage.
- **Lactic Acid** - an AHA (alpha hydroxy acid) to boost exfoliation to smooth the surface and brighten skin.

If you have any further questions, you can contact Rachel via her blog - www.racheleve.co.uk or find her on Instagram