

Sun Protection

Sun protection 101

Skin damage begins the moment you step into the sun. Even when it's cloudy, or when you are just running a few errands, your skin is bombarded with UV radiation that leads to premature aging and increased risk of skin cancer. So protect your skin daily to prevent those pesky fine lines and dark spots from appearing, and to minimize your risk of developing something more serious. Find useful tips and information below from Neutrogena[®], the #1 dermatologist recommended sunscreen brand for over 10 years.

1. What are UV rays?

There are 2 types of UV rays:

UVA: These go deep into the skin and cause premature skin aging including fine lines, wrinkles and discoloration.

UVB: Damage the outer layers of the skin that cause it to “burn” and can lead to skin cancer.

INSIDER TIPS

How to protect from UV rays?

- Use sunscreen every day. Period
- Wear sun protective clothing and sunglasses to minimize UV exposure
- Always limit exposure to UV rays and never use tanning beds
- UV rays pass through glass, so protect yourself while driving and indoors
- UV rays are most intense from 10 AM-2 PM, so be sure to limit exposure during this time
- Be shade smart: Being in the shade helps, but does not provide 100% protection
- Use a trusted brand: Neutrogena[®] is the sunscreen brand most trusted by dermatologists for providing superior UVA/UVB protection

2. How does sunscreen work?

Dermatologists recommend choosing a broad spectrum sunscreen to protect against both UVA and UVB rays. All sunscreens contain ingredients that filter these UV rays. Some filters work by deflecting, scattering, and absorbing UV rays (also called “mineral” sunscreen), while others work by absorbing and neutralizing UV rays (also called “chemical” sunscreen). SPF is a measure of how much protection a sunscreen has against sunburn. Applying a sunscreen with an SPF of 15, for example, means that it will take 15 times longer for your skin to begin to burn than it would without sunscreen. Studies show that higher SPF can help provide greater sunburn protection and help prevent UV damage.

INSIDER TIPS

What to look for in a sunscreen

- All broad spectrum sunscreens are not created equal. Look for high SPF sunscreens to provide extra protection
- Mineral sunscreen ingredients are usually preferred by consumers with sensitive skin, and they are the #1 dermatologist recommended sunscreen for use on baby skin
- Find the right form of sunscreen for you! Sunscreen comes in lotions for body and face, sticks that are perfect for kids and for using on-the-go, and sprays to use at the beach or pool
- Look for a brand you can trust. Neutrogena[®] is the #1 sunscreen brand used by dermatologists for themselves and their families
- Don't leave sunscreen in the heat or in your car. Sunscreens can break down and lose their effectiveness

3. How to make sun protection part of your daily routine?

Changing behavior is tough, but simple daily changes can make a huge difference

- Choose daily moisturizers and cosmetics that include sun protection, like Neutrogena[®] Healthy Defense[®] and Healthy Skin[®] Makeup
- Find a product that feels good on your skin that you will love to wear and integrate it into your skincare routine
- Keep your sunscreen where you'll remember to apply it every day before going outside, such as near your keys or toothbrush. Studies show that by linking with an existing habit you can increase usage
- Teach kids sun-safe habits from a young age and apply sunscreen with them every day
- Make sure to use the right amount. Apply evenly, liberally, and frequently. Be sure to apply generous amounts of broad spectrum SPF 30 (or higher) sunscreen every day
- Wear a wide-brimmed hat, sunglasses, long sleeves, and pants in the sun or shade to protect against UV exposure