



## Sun Protection- The Secret to Youthful Skin

### Why Do We Need Sun Protection?

Skin damage from exposure to the sun is cumulative and can take years before it is evident. Telltale signs of the long-term effects of ultraviolet (UV) exposure start to show in our skin when we reach our mid-thirties in the form of fine lines, wrinkles, age-spots, rough and dehydrated skin, lost of elasticity and uneven skin tone. Just look and feel the skin on the back of your hands. Now compare it with the skin at the inside of your wrists. The skin at the inside of your wrists looks and feels decades younger. Sun damage is the main culprit.

### What to Look Out for when Shopping for Sunscreens

#### 1) SPF 15 (at least)

As many of you know, sunscreens are rated by SPF (Sun Protection Factor). SPF is a universal indicator of the protection against UVB rays. UVB rays, which penetrate into the first layer of our skin (epidermis), are also called burning rays, as they are responsible for our sunburns- the redness, inflammation and pain in the skin when we expose ourselves long enough in the sun.

A sun protection factor of 15 would mean that if it normally takes a person ten minutes to burn, with an SPF of 15, he can stay out in the sun 15 times longer before burning. It is important to understand that as the numbers go up, the sunscreen becomes less efficient. According to Harvard Health Letter, the difference between a SPF 30 and SPF 50 is only 1.3%.

#### 2) Broad Spectrum or PA rating

Choose a sun protection product that says "Broad Spectrum" or has a PA rating which means that it contains ingredients that absorbs or blocks UVA rays. There is no universal UVA-protection scale and hence products from different parts of the world have a different indicator for UVA protection. For e.g. in Japan and Korea, products use the PA rating. A product with a PA+++ label has a higher UVA protection than one with a PA+ rating.

UVA rays are more harmful than UVB rays as they have a longer wavelength and can penetrate through umbrellas and windows right into the second layer of our skin (dermis)! The dermis is not able to regenerate itself continually as the epidermis does and hence UVA causes a hidden permanent skin damage that shows up only years later in the form of fine lines, wrinkles and age-spots etc.

### Great Skin = Greater Confidence

Having a sharp dress sense, looking good and feeling confident- these are the goals most of my clients have when they come to see me. Other than the clothes we wear, which can package our skills and increase our confidence, keeping our skin in the optimum condition also increases our self-esteem and self-worth.

Learn practical tips and useful information on how to achieve beautiful skin and luscious hair in our personalized image workshops.

*Article by Alexis Wan, Chief Image Consultant/Trainer/Speaker from D' New Image Chapter*

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