

ON TOPIC | SKIN DEEP



BEHIND THE SHIELD

We've got you covered with the latest in sun care and tips for protecting clients this summer and year-round.

BY NICOLE ALTAVILLA

THE TOPIC OF SUN CARE ALWAYS SEEMS TO HEAT UP IN THE WARMER months, as people are spending more time outdoors. But sun care should be a hot

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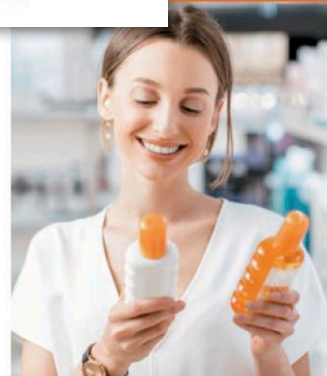
trend ALERT

New-and-improved sunscreen formulations are constantly evolving to adapt to the needs and concerns of people of all ages. Here’s what is hot in sun care today:

• **Wider range of SPF options:** “SPF product selections have increased,” says Karen Asquith, national director of education at G.M. Collin. “Some are mineral only, some a mixture of mineral and chemical, some are tinted, and some day creams have SPF added to them.”

• **High-energy visible light protection:** “In today’s modern world, people are spending on average about eight hours a day in front of their devices, including computers and phones,” says Chris Birchby, founder and CEO of Coola. “Recent scientific studies have highlighted the photo-aging effects that HEV (high-energy visible light) given off by these devices poses to skin. In fact, blue light can penetrate deeper into the dermal layer than UVA/UVB rays, although there is not the same skin cancer concern. Coola has invested a significant amount of

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