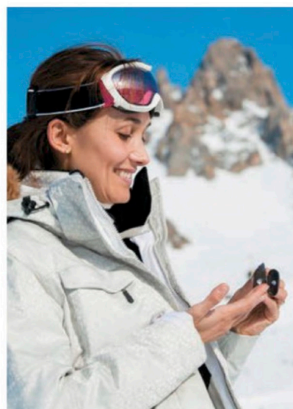


## ON TOPIC | SKIN DEEP

### bright ideas

Not all sunscreen formulations are the same, so it's important that clients do their research and choose a sunscreen that suits their specific needs and lifestyle. We asked some suncare experts about what factors clients should consider when choosing a sunscreen, and here's what they had to say:

"Considerations should be what works better with your skin: mineral, chemical, or a combination of both? Does it protect from both UVA and UVB rays? What activities will you be participating in? Do you need water-resistant? If it is for daily use, an SPF with tint may take the place of a foundation for some individuals, and the SPF factor required depends on the Fitzpatrick type. The actual difference in the percentage protection between an SPF 30 and SPF 60 is quite insignificant. Therefore, the proper re-application is often more important than a higher SPF factor."  
—Karen Asquith, national director of education, G.M. Collin.



"Check for parabens, fragrances, and other harmful or toxic ingredients, which are oftentimes the ingredients you won't be able to pronounce. Formulas that use these ingredients could potentially do more harm than good to your skin, particularly if you have skin sensitivities or a compromised barrier."  
—Shannon Esau, CEO, Rhonda Allison Cosmeceuticals

## HOT TOPICS

Here's a look at some relevant research on suncare.

A recent study published in the PLOS (Public Library of Science) found that sunscreen application has better face coverage than SPF moisturizers. It found that people tend to miss more of the face (especially around the eyelid regions) compared with sunscreen application.

In a study published in the journal *Acta Dermato-Venereologica*, researchers from King's College London analyzed just how much sun protection people actually receive based on typical use. They found that people don't receive the full UV-blocking benefit of sunscreen, because they apply it more thinly than manufacturers recommend. The research team suggests using a much higher SPF sunscreen than they think necessary, to ensure proper sun protection.

A study at Binghamton University in New York found that new DNA sunscreen (a DNA film made of closely packed, multifaceted, and sub micron-sized crystals) works better the longer it stays on the skin.

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