

SOUTHWESTERN

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"Apply a sunscreen every morning to the face, décolleté, hands, and arms. This ensures that if and when you venture outside, you'll be protected without having to think about it. However, if you do intend to be out in the sun for long periods of time, be sure to reapply at least every two hours."—*Shannon Esau, CEO, Rhonda Allison Cosmeceuticals*

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"All sunscreen must be reapplied regularly every one to two hours regardless of SPF, especially after swimming and exercising intensely. In order to cover the entire body, use about the amount that would fill up a shot glass. SPF should be used daily and with the correct amount to be effective."—*Karen Asquith, national director of education, G.M. Collin*

"Sunscreen should always be the last layer applied before makeup. If you are using a serum and/or a moisturizer, those should be applied first, followed by sunscreen. The goal is a sheer, even layer. Don't skimp,

200 minutes. This means that the person can have an estimated 200 minutes of sun exposure with a sunscreen SPF 20 without burning. This equation is also dependent upon adequate application over the exposed skin and re-application at least every three hours, especially if the person is spending an extended period of time outdoors."—*Melanie Timms, director of marketing innovation and education, CBI Laboratories*

"It is important to apply your sunscreen 15 minutes before being out in the sun, and reapply at least every 80 minutes to ensure you are protected all day long."—*Chris Birchby, founder and CEO, Coola* ●

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