

Advertorial

Preventing Summertime Damage

By Shannon Esau, CEO of Rhonda Allison Cosmeceuticals

As summer is fast approaching and we prepare for all the fun-filled outdoor activities, it is important to remember how vulnerable our skin can be and how it may be affected by the excessive heat, chlorinated water, sea salt and UV rays that strip our skin of its moisture and deplete antioxidants.

This year refresh your approach and recommit your efforts to educate your clients on the ways in which their skincare regimens evolve for the summer season – protect and prevent.

AMP UP THE ANTIOXIDANTS

Antioxidants are vital in combating the signs of aging and they boost sun protection formulas. During the summer months it is extremely critical to not create more vulnerability on the epidermis, and antioxidants are the first line of defense against damaging UV rays. If you are lacking in antioxidants, your melanocytes will respond and DNA damage, as well as age spots become more prevalent. Increasing the antioxidant intake through foods, drinks and topicals will do much to support the skin through this challenging season. Summertime superfoods like blueberries, watermelon, tomatoes, spinach and avocados are packed with immune-boosting antioxidants. Drinking antioxidants like white or green tea are both refreshing and supportive. And while eating these life sustaining foods to nourish the skin from the inside out, you'll also want to use a smart summer skincare regimen that incorporates topical products packed with antioxidants.

When applied daily, antioxidant-rich topical products including serums and moisturizers protect the skin from those harsh UV rays. Serums like RA's Antioxidant Complex Serum offers a potent dose of 18 different antioxidants giving the skin the right balance every morning to nourish your cells and combat free radicals.

UV rays contribute to 90 percent of the skin's aging and are the leading cause of skin cancer.

INCORPORATE INGREDIENTS THAT SUPPRESS MELANIN

Your melanocytes are your second line of defense against UV damage, so it is important to use ingredients that gently inhibit tyrosinase activity. Ingredients like daisy flower extract, at lower strengths, vitamin C and mandelic acid are ideal to look for in formulations. Keep in mind to prevent and protect with every choice you suggest for your client during this season. RA's C-Stem Cell, Mandelic Arginine Serum and Brightening Pigment Lotion are all great additions during the hot summer months to brighten, soften and protect the skin.

PROMOTE SUN PROTECTION

Every one of us can enjoy the sun in moderation for the joy it brings and the dose of vitamin D it delivers. But planning ahead is key. UV rays in excess contribute to 90 percent of the skin's aging and are the leading cause of skin cancer. Protecting the skin with hats, sunglasses and long sleeves are beneficial shields, yet sunscreen is still absolutely essential.

Many sunblock formulas on the market boast impressive numbers up to 100+SPF but their chemical formulas include harmful ingredients that may absorb into the skin causing further damage. Using a mineral sunblock made with physical blockers like titanium dioxide and zinc oxide is a better option for a continuation of good skin care.

A healthy mineral blocker like RA's Daytime Defense SPF30 is essential and will not only guard against the sun, but also provide hydration and protect the skin with antimicrobial, antioxidant, and soothing, healing support. Remember, it is imperative to re-apply SPF throughout the day. Use RA's IllumiColour crème, matte or powder for a quick and easy re-application of sun protection.

IN THE TREATMENT ROOM AND HOME CARE

Since the key to healthy, radiant skin in the summer is keeping it cool, hydrated and protected, we recommend booking monthly express treatments designed to reduce the oxidative damage and maintain hydration. Treatments that utilize flower essences, wine extracts and oceanic ingredients work wonders in replenishing lost moisture, repairing damage and giving the skin necessary nutrients to lessen the overall effects of summer.

At home, recommend chilled Milk Mask and Cucumber Spritz formulas to nourish, cool and give the skin a burst of hydration. In addition, powerful antioxidants, gentle lighteners and mineral-based sun protection are valuable to incorporate every day during these hot summer months.

While repairing sun-damaged skin is not a one-size-fits-all, these tried and true practices will keep your clients' skin nourished and protected all summer long.



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