

A Tip For Lips: Don't Forget Sunscreen Protection

(NAPSA)—Lips are almost universally regarded as objects of beauty, sensuality and, of course, basic human necessity. So why do so many people treat their lips like a second-rate body part when heading out into the harsh, damaging sun?

A recent poll conducted in cooperation with the Skin Cancer Foundation revealed that fewer than two out of 12 people wear sunscreen year round. For those who do use sunscreen, many forget to wear a protective lip balm with important SPF.

Sun exposure to the lips can lead to potentially serious forms of cancer.

Carcinoma of the lip is a type of oral cancer, of which about 30,000 new cases are reported each year, according to the American Cancer Society. Of those 30,000 cases, more than 7,000 will be fatal.

Today's Lip Care Offers Enjoyable Attributes

"Softening, soothing and moisturizing ingredients in many lip balms provide important sun shields for our lips," says Dr. Charles Zugerman, associate professor of clinical dermatology at Northwestern University Medical School in Chicago. "These are great incentives for consistently using and reapplying lip care products, which is necessary to provide long-term protection from the sun in both warm and cold weather."

One of the best lip products for excessive sun exposure is long lasting, PABA-free Blistex Ultra Protection, with its exceptionally high SPF 30. For great taste and outstanding scents plus sunscreen protection, new Blistex Fruit Smoothies offer three delectable blends of real fruit extracts and flavors: Berry Explosion, Melon Medley and Triple Tropical.

Sun Protection Tips Make Summer Fun Safe

For safe fun in the sun, espe-



cially for the delicate skin of the face and lips, Dr. Zugerman recommends following these American Academy of Dermatology (AAD) guidelines:

- Wear protective lip balm and waterproof sunscreen with an SPF of at least 15 and both UVA and UVB protection every day.
- Apply a generous amount of sunscreen to the entire body, paying particular attention to the face and neck. Apply 30 minutes before sun exposure, and reapply every two hours.
- Refrain from consistent sun exposure between 10 a.m. and 3 p.m. when the sun's rays are the most intense.
- Cover up whenever possible, especially with a wide-brim hat that shields the face, ears and neck.
- Choose sunglasses that block 100 percent of both UVA and UVB radiation.
- Drink plenty of water to keep your body and skin hydrated.

The Lip Care Specialists at Blistex offer a full product line that addresses the entire spectrum of lip needs for men and women. For additional information about Blistex products and important lip care, visit <http://www.Blistex.com>.