

Understanding Your Skin

Making Sense Of Sunscreen Labels

(NAPSA)—Each day, even cloudy ones, damaging rays from the sun can reach your skin. Fortunately, skin cancer may be the most preventable form of the disease.

What's more, the American Cancer Society® maintains that many of the 1 million skin cancer cases expected to be diagnosed this year could have been prevented by wearing daily sun protection.

"The truth is—there is no excuse not to wear sunscreen every day," says Dr. Darrell Rigel, clinical professor of dermatology at the New York University School of Medicine.

A few simple tips about choosing sunscreen can help keep your skin healthy and protected year-round:

1. Don't rely solely on SPF: Merely a measure of how long you'll be protected from skin-burning UVB rays, Sun Protection Factor, or SPF, doesn't account for the deeper-penetrating UVA rays.

Use a sunscreen that offers at least an SPF 30 but don't let it be your only deciding factor.

2. Be sure your sunscreen contains the most effective UVA ingredients: Avobenzone is a common UVA sunscreen ingredient that breaks down in sunlight. To counteract this problem, select Neutrogena sunscreens now contain what many people consider a revolutionary new discovery—a technology called Helioplex.

It provides stabilized, highly effective and long-lasting protection against the UVA rays that can lead to the signs of premature aging or skin cancer.



To help save the skin you're in from the harsh rays of the sun, dermatologists recommend being sure your sunscreen can protect you for a good, long time.

3. Read: Carefully review labels to see if the sunscreen contains this cutting-edge technology. Helioplex can be found in recreational sunscreens, such as Neutrogena Ultra Sheer Dry-Touch Sunblock SPF 55/70 and Healthy Defense SPF 45 Daily Moisturizer, as well as certain daily face products.

According to a recent study published in *Dermatologic Therapy*, more than 50 percent of lifetime sun exposure can be reduced by using daily sun protection.

4. Play favorites: Be sure to use and reapply sunscreen properly. It helps if you choose a formulation you love, so whether it's a lotion, spray, gel or mist, find a formula that suits your specific tastes.

For more information, visit www.neutrogena.com.