

# Skin Sense

facts from the experts

## Preventing Premature Aging And Skin Damage

(NAPSA)—Without sun protection, just a few minutes of daily sun exposure over time can cause noticeable changes in how skin looks and feels. In fact, daily incidental sun exposure can cause fine lines, wrinkles and even sun damage to the skin. Fortunately, protecting your skin from sun damage may require only a few simple changes. Here are a few tips to help:

- Avoid direct sun by sitting in the shade.
- Wear protecting clothing when possible, such as long sleeves and pants.
- Wear a hat.
- Avoid sunlight during peak hours.
- Always wear a face lotion and a body lotion with SPF.

Damaging UV rays place skin at constant risk for developing fine lines, wrinkles and sun spots, often causing skin to appear dry, rough and aged. Exposure to UV rays can also raise your risk of skin cancer. "Studies have shown that the daily use of SPF 15 sunscreen decreases the risk of squamous cell skin cancer by 40 percent," says Dr. Ken Howe, consulting dermatologist for Lubriderm. It's very well known that people should wear a face lotion with SPF. However, protecting the body's skin from sun exposure is often forgotten. To make things simple, incorporate a body moisturizer with SPF into daily beauty routines. Howe recommends wearing a two-in-one sunscreen and moisturizer, such as



**Without sunscreen, a few minutes of exposure to the sun every day can add up to fine lines and wrinkles.**

Lubriderm Daily Moisture with SPF 15 Lotion. Adds Howe, "It provides the necessary broad-spectrum protection in a formulation that has the cosmetic aesthetics and convenience of use patients demand in a daily product." Developed by dermatologists, the lotion is a light, nongreasy and quick-absorbing body moisturizer that feels just like non-SPF lotions, making it more enjoyable for everyday use, even on warm days. The PABA- and dye-free formula combines essential moisturizing elements with SPF 15 sun protection. By avoiding direct sunlight, wearing protective clothes and always wearing sun protection, you can reduce incidental sun exposure and minimize the fine lines and wrinkles it causes.