

skin sense

Protecting Your Skin Against Infrared Rays

(NAPSA)—When choosing sun protection, many people focus on products that shield them from UVA and UVB rays, but they should also be concerned about the dangers of infrared-A (IRA) rays. Together, these environmental factors cause 80 percent of the visible signs of aging.

New research has identified infrared-A radiation as a serious source of long-term skin damage, because it penetrates deeply into the skin, attacking skin cells and harming collagen, elastin and protein structures.

Always read the label before you buy a broad-spectrum sun protection product, as some don't shield your skin from chronic, long-term IRA damage.

One product that is recommended by experts is PREVAGE® Triple Defense Shield SPF 50, which contains idebenone, the most powerful antioxidant available¹; thiotaine, which helps neutralize sun damage; and vitamin E acetate, a stable form of vitamin E with proven abilities to fight free radical damage.

The formula uses a powerful antioxidant complex to combat all three levels of free radical assaults, helping to pre-empt environmentally induced damage, including IRA, before it begins.

Art Pellegrino, Elizabeth Arden vice president of Research and Development explains: "UVB rays penetrate the epidermis causing sunburn, while UVA rays affect the dermis and lead to lines, wrinkles and signs of premature aging. Broad-spectrum sunscreens protect against UVA and UVB rays but don't shield skin from chronic, long-term



Research has identified infrared-A radiation as a serious source of long-term skin damage.

IRA damage. The idebenone complex in PREVAGE® Triple Defense Shield SPF 50 provides this essential IRA protection."

It helps to correct the appearance of existing sun damage, supports skin's natural defenses to help fight environmental assaults and leaves skin with a soft, matte finish.

For more information, visit www.ElizabethArden.com.

Note to Editor: ¹ when compared to alpha lipoic acid, kinetin, vitamin C, vitamin E and co-enzyme Q10.