

Practicing Safe Sun Requires More Than A Little SPF

(NAPSA)—If you have started wearing sunscreen, you're on your way to fighting off the signs of premature aging. But don't be lulled into a false sense of security. "In order for sunscreens and blocks to really protect your skin, you have to use them properly," says New York City-based dermatologist Dr. Deborah Sarnoff. "Putting them on carelessly will compromise their effectiveness." So here are some reliable ways to maximize your sun protection:

Wear it Every Day

The sun can cause damage in the few minutes it takes for you to walk from your car to the office. For daily usage, a moisturizer with SPF is your best bet, as it will not interfere with your makeup application and may offer other skin care benefits. Estée Lauder Day-Wear Plus Multi Protection Anti-Oxidant Lotion SPF 30, for example, contains powerful free radical fighters, such as Eukarion, a new kind of anti-oxidant that mimics the body's natural enzyme that fends off free radicals. It also contains vitamins C and E, grape seed extract and rosemary to help to safeguard your skin against free radical damage from external factors such as sun exposure, pollution and smoke. Meanwhile, intensive yet nongreasy hydrators help keep skin looking and feeling well-moisturized and healthy.

Think Multi-Purpose

To screen out damaging UVA and UVB rays, look for sun protection products that are labeled "broad spectrum." And while sunscreen is the strongest line of defense against sun damage, studies have shown that sun exposure can still penetrate skin and trigger the formation of free radicals,



Wear a hat and lots of sunscreen with a substantial SPF to protect yourself from sun damage.

which lead to lines, wrinkles, brown spots, sagging and more serious skin problems. To rectify this situation, you can try Estée Lauder Multi Protection Sun Lotion for Body SPF 30, which offers protection against visible signs of aging. It contains a broad spectrum and strong SPF, free radical-fighting vitamins C and E and Melanase, the company's proprietary ingredient that helps break down the appearance of sun-induced dark patches.

Application is Everything

Be sure to apply your sun protection product at least 30 minutes before heading outside, so the active ingredients have time to react with your skin—and pile it on. To truly be protected, you have to use about a shot glass full of sunscreen to cover your face and body. You also need to reapply it every three to four hours and immediately after swimming or perspiring heavily. If the UV index is especially high, you should reapply it even more frequently, ditto if your skin is extra fair.

Beat the Heat

The sun's heat, not just its ultraviolet rays, is damaging to skin. So it's a good idea to seek out some shade, especially during

the hottest hours of the day—from roughly 11 a.m. to 3:00 p.m. "If I know that I'm going to be in the sun for a long period of time, in addition to reapplying sunscreen at regular intervals throughout the day, I also make sure to go inside or sit in the shade for at least 15 minutes every hour," says Dr. Daniel Maes, vice president global research and development, Estée Lauder Companies. "This gives skin the opportunity to cool down and to protect itself against excess heat exposure."

Accessorize

A hat and sunglasses are non-negotiable yet chic beach bag necessities. They're an extra line of defense against lines, wrinkles, and other sun damage. Try an extra-broad-brimmed hat—the sun will still hit parts of your face if you wear a baseball cap. Think round, big sunglasses. Hint: If you're squinting behind your lenses, they're too small.

A Healthy Tan

If you prefer the "safe sun" alternative but visions of blotchy orange skin have prevented you from hitting the bottle—self-tanning one, that is—rest assured. "There is a new breed of sunless tanners on the market that impart a truly natural looking, even color, and are easy to apply," says Elaine D'Farley, beauty director of Self Magazine. Estée Lauder Go Tan Air-Brush Self-Tan Spray, for example, is an ultra-fine 360° aerosol spray that you can hold at any angle, even upside down, so it's easy to hit hard-to-reach areas. In addition, it has a specially formulated pH to help you attain a natural-looking color. You'll get glowing in no time flat and no one will ever know that it's not from a trip to the beach.