

# Skin Sense

facts from the experts

## Sunscreens—Essential For All Seasons

(NAPSA)—Whatever the season—shorts and sneakers or gloves and mufflers—one thing that doesn't change with the weather is the skin's need for sunscreen. Whether driving, playing sports or just walking around, the sun's harmful ultraviolet rays are there all year.

In the colder months, people are thrown off because the heat from the sun doesn't feel as prevalent, but the sun's rays penetrate even if temperatures are low. There are two different types of ultraviolet rays that penetrate the skin. UVB (ultraviolet B) are the rays that cause sunburns and are the strongest during the summer months. The lesser recognized is ultraviolet A—UVA. They are present year-round and cause wrinkling, changes in skin pigmentation and accelerate the aging process.

While many consumers make an effort to protect their skin from the summer sun, most people don't consider sunlight to be harmful in the winter. Only three percent of the population wore sunscreen in the fall and just two percent in the winter according to a survey by the American Academy of Dermatology.

To get the best protection year-round, dermatologists recommend a daily skin-care regimen that includes products that contain



**Winter and summer may be opposites, but they do have at least one similarity—the sun's year round ultraviolet rays which means the need for sunscreen.**

UVA filters, and in particular Parsol® 1789, which provides the broadest UVA protection. Parsol 1789, coupled with UVB filters that provide a minimum sun protection factor (SPF) of 15, will give you broad spectrum protection against harmful UVA and UVB rays. These ingredients are available in sunscreens and moisturizers so you can choose the regimen that best suits you. You remember to brush your teeth every day, why forget to protect your skin?