



Kenneth Mark Skin Care, Inc.



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## 10 Sunscreen Rules to Live By

Tips to help you protect your skin all year round.

### 1. Apply and reapply vigilantly.

Wear a SPF of 30 or higher every day. Rub on 1 ounce (or a shot glass full) from head to toe every morning. Don't forget your lips, ears and neck. Reapply every 2 hours, or more often if you're swimming or sweating.

### 2. Make sunscreen a part of your daily routine.

The sun's rays can damage your skin even if you're not spending the entire day outside. Short blasts of sun exposure, like walking from the car to the grocery store, can be very bad for your skin so you need to apply SPF every morning. If it becomes as routine as brushing your teeth, you'll never forget! New Jersey-based dermatologist Jeanine Downie suggests storing your bottle next to your deodorant so you can't miss it. Another no-brain solution according to **Kenneth Mark, a dermatologist in New York**, is to choose a face cream with an SPF in it. And if you reapply your makeup at lunch, reapply your sunscreen, too.

### 3. Be a smart sunscreen shopper.

Not all sunscreens are created equal. Downie suggests sticking to trustworthy brand names. Look for "broad spectrum," to ensure that the formula blocks both UVA and UVB rays. Choose waterproof or sweatproof formulas when appropriate. And most importantly, buy what you like and will want to use whether you like the convenience of a spray or the non-greasy feel of an oil-free lotion.

### 4. Don't let the cold and clouds fool you.

"Sunscreen should be worn everyday rain or shine, January through December, regardless of ethnicity," Downie says. On a cloudy day, 80 percent of the sun's rays still penetrate through. And you've probably seen someone come back from a cold weekend of skiing with a sunburn, right? Even in the winter you should slather on sunscreen, focusing on your face, neck, ears and the backs of your hands.

### 5. Be responsible at the beach.

Avoid the sun's strongest rays between 10 a.m. and 2 p.m. You should never bask directly in the sun, so bring your beach umbrella and sit in the shade. You may also want to consider sun protective clothing to give your skin an extra defense.

### 6. Accessorize!

Oversized sunglasses and wide-brimmed hats aren't just trendy—consider them your secret weapons against the sun. Choose a pair of UVA/UVB coated shades—you'll protect your eyeballs from melanoma as well as the skin around your eyes (another way to prevent crow's feet). Hats also shield your face from the sun. Think beyond big summery straw hats—warm knitted hats with brims can protect you in the winter, too.

### 7. Don't ditch for SPF for vitamin D.

You've probably heard the vitamin D debate (<http://kennethmarkmd.wordpress.com/2007/08/15/the-sun-your-skin-and-vitamin-d/#more-24>). While you can get the nutrient from the sun, you probably get enough from foods so it's not an excuse to skip sunscreen. Eat salmon, choose vitamin D fortified milk or orange juice or take a supplement.

### 8. Repeat after me, "there's no such thing as a safe tan."

"You always want to avoid getting a tan," urges Mark. "A tan is a reaction of the body to damage from the sun." And that damage can lead to wrinkles, sunspots and skin cancer. Even if you think you need color before your next vacation, think again. Downie says the so-called base tan won't provide more than an SPF of 3, which won't help prevent sunburns.

### 9. Just say "no" to tanning beds.

There's a huge increase in skin cancer in 18 to 29 year olds because of tanning bed use, according to Downie. The UV exposure is 12 to 15 times the natural radiation from the sun. Simply put, tanning outside in the sun isn't safe and tanning inside is even worse. Don't do it!

### 10. Schedule your annual skin cancer screening.

If you catch skin cancer early, you'll have a better chance to treat it successfully. You should always watch for any new or changing moles and once a year a dermatologist should examine your skin from head to toe with an expert eye.

**Tips from Dr. Kenneth Mark**