

## SUN EXPOSURE MYTHS

### ▶ If I use sun protection, I won't tan

When you don't use sun protection you burn, when you use it you tan. The difference is that with sun protection tanning is gradual and healthy, and you avoid all the harmful effects of UV radiation. The tan also lasts longer.

### ▶ If I have dark skin I don't need sun protection

People with darker skin have higher concentrations of melanin and thus greater protection against UV radiation. Nevertheless, in many exposure conditions skin defenses are insufficient and suitable SPF should be used according to phototype. There are in fact many sun-related alterations which are more common in darker-skinned people!

### ▶ Shade protects you 100%

Even if you feel totally protected indoors, in shade or by clothing, it's not true. UV radiation is reflected and can penetrate through glass and fabrics so it's always necessary to use sun protection.

### ▶ There's no risk of burning when I'm in the water

UV rays not only pass through water but are magnified by it. If you're going to be in the sun in contact with water, use a high SPF and suitable formulation.

### ▶ I only need to use sun protection in the summer

UVB radiation is greater during the summer, but UVA is present all year long. UVA penetrates into the deeper skin layers causing long-term damage and skin aging. It's necessary to use protection all year long.

### ▶ The sun improves acne

The sun can help dry out pimples, but if you're exposed to the sun without protection you can develop dark spots, burn and even risk worsening your acne. If your skin is oily, use a non comedogenic product to avoid pore blockage and pimples.

### ▶ The possibility of developing skin cancer is minimal

Skin has a biological memory and damage accumulates over time with the risk of developing serious long-term illnesses. Changes in atmospheric conditions and lifestyle have led to growing incidence of skin cancer around the world. Get used to protecting your skin today to avoid problems tomorrow.

### ▶ Sun protection products don't expire

Like cosmetic products and medications, sun protection products have expiry dates. Look for the symbol of an open jar on the packaging: the number indicated is the number of months the product can remain open before expiring. If you use a product which has expired, you risk burning or allergic reactions.

### ▶ Early morning or late afternoon sunshine doesn't tan

The difference with respect to the central hours of the day is the incidence of the rays. At noon they are perpendicular to the earth and much more harmful. This doesn't mean, however, that early and late sunshine isn't harmful: if we're considering UVB rays, they are less damaging; if they're UVA, the most dangerous, they remain more or less constant. It's important to always use protection when you're going to be exposed to the sun.