

# Understanding the Essentials of Sun Protection



## Understanding the Essentials of Sun Protection

Are you a sunscreen expert? Most people know they need to use sunscreen but their knowledge ends right there. So let's get familiar with the terms SPF, UVA, UVB and PA so you know exactly how you can protect your skin from the sun. For even more enhanced protection, look for high-quality products that have an additional protective formula that can keep your skin nourished too!

In order to care for our skin properly and keep it away from the sun, we need to be conscientious of the damaging UVA and UVB rays. They are two very different types of radiation that can damage your skin. To make it simple, remember UVA - A for Aging as these are the rays that age your skin. And, think UVB - B for Burning as these are the rays that burn your skin.

- UVA rays cause premature aging

UVA rays are responsible for skin aging and wrinkling and can contribute to skin cancer. Because UVA rays pass easily through the ozone layer, they make up the majority of sun exposure. UVA rays can pass through clouds, glass and clothing. You might not be able to feel them but they are there!

- UVB rays cause sunburn

UVB rays are responsible for sunburns and cataracts, and they can affect the immune system. Most importantly, UVB rays also contribute to skin cancer.

- SPF (Sun Protection Factor) lets you know how long you can stay in the sun

Sun Protection Factor (or SPF) found in our sunscreen products, does not indicate the amount of protection you will get but instead gives you an idea of how long you can stay in the sun before your skin starts to redden. And, everybody is different! SPF ONLY applies to the UVB rays. It does not apply to the UVA rays. SPF products come in various levels including SPF 15, SPF 30, SPF 50 and more. Here's how they work: for the sake of easy math let's say that your skin will start to redden when exposed to the sun in just ten minutes. You would take that ten minutes and multiply it by the SPF number you are using. For example, if you are using an SPF 30 product: 10 minutes x 30 (SPF) = 300 minutes or 5 hours. The result of 5 hours is standard for sun protection.

- PA indicates the level of protection from UVA rays

PA (or Protection Grade of UVA rays) is often leveled as PA+, PA++, PA+++ with the more plus signs you see, the more protection from UVA rays.

PA+ can protect your skin against low to medium UV radiation. PA++ provides moderate protection against UVA rays, and is suitable for normal skin exposed to medium UV radiation. PA+++, the highest grade of UVA protection currently available, is designed for normal skin that is exposed to very strong UV radiation.

And to enhance sun protection while keeping the skin younger and smoother, there are other ingredients that you should be looking for. When you are faced with many choices, opt for one that also contains the following ingredients:

- Aloe Vera The healing properties of Aloe Vera can additionally help reduce the pain and inflammation associated with sunburn. It helps moisturize the skin without that greasy feel.
- Vitamin E is one of the best known moisturizers for the skin that has become rough or dried out

because it helps speed up the healing of damaged skin cells. The powerful antioxidant capabilities of Vitamin E also encourages elasticity by protecting collagen fibers from free radical damage.

- Vitamin C is full of antioxidants to protect against free radicals. Aside from lightening the skin, it also helps in the production of collagen which reduces fine lines and keeps skin from sagging. The vitamin C added to a sunscreen also acts as extra layer of protection against the UV rays.
- Vitamin B3 has been shown to improve the ability of the epidermis, or the upper-most layer of the skin, to retain moisture. This translates to softer, smoother skin with less dryness and flakiness.

Now that you understand the terms linked to sun protection, and are familiar with the special ingredients added to give extra loving care to your skin, choosing the sunscreen product that is most adapted to you will be a cinch! Just remember the basic rule: Always apply sunscreen, whatever the weather, whatever the season.

Herbalife SKIN™ Protective Moisturizer sunscreen SPF30 & PA+++ , contains Vitamin B3, Vitamin C, Vitamin E and Aloe Vera to keep the skin's moisture longer. A product like this will keep your skin protected so you can enjoy the outdoors without worries!

Top 5 sunscreen myths that are not true, according to beauty expert, Jacquie Carter, Director of Outer Nutrition at Herbalife

Sunscreen myth #1: There's no need to apply sunscreen if it's in my makeup

Makeup with SPF is usually applied unevenly. It's simply not enough coverage to offer appropriate protection, so it's important to double up on our protection and use a sunscreen as well.

Sunscreen myth #2: If your sunscreen says it is waterproof you don't need to reapply

With the term water resistant, companies must now designate whether the product is protective for 40 minutes or 80 minutes, while swimming or sweating. You must reapply at least every two hours, and even more frequently, if you are swimming or sweating.

Sunscreen myth #3: Sunscreens are only meant for certain areas of the body, not everywhere

If you have skin that's exposed, it needs sunscreen. This includes your feet, ears, back, arms, legs and neck. If it's an exposed body part, it needs protection.

Sunscreen myth #4: Sunscreens made for adults are not as protective as those made for children

Sunscreens contain the same active sunscreen ingredients whether they are for kids or adults. They can be fragrance free, chemical free, paraben free and more. And many products for kids are tear-free to avoid any stinging of the eyes.

Sunscreen myth #5: That bottle from last year is ok to use this year

A good rule of thumb is to not treat your sunscreen as a seasonal product. Nothing lasts forever and sunscreens will lose their effectiveness over time.

The sun is a wonderful thing that we all enjoy but the facts are the facts. Unprotected sun exposure is the leading culprit in skin aging and skin cancer. We must protect ourselves each and every day to ensure we live long and healthy lives - while looking fabulous!

Jacquie Carter - Director, Worldwide Outer Nutrition Education and Training at Herbalife. To date Jacquie has been involved with 45 global product launches. Jacquie's expertise in Outer Nutrition has been implemented all over the world. Jacquie is the head of the Herbalife Outer Nutrition Advisory Board and contributes weekly editorials to DiscoverGoodBeauty.com. Jacquie has studied personal care ingredients and technologies and product formulations at University of California, Los Angeles, has a Diploma in Beauty Therapy and is a member of Associated Skin Care Professionals (ASCP).

Learn more about Herbalife SKIN™ Protective Moisturizer SPF30/PA+++ sunscreen at [Herbalife.co.th](http://Herbalife.co.th) or call Herbalife Thailand's call center at 02 660 1600

LIKE us on Facebook for more healthy and active lifestyle tips at

[www.facebook.com/HerbalifeThailandOfficial](http://www.facebook.com/HerbalifeThailandOfficial)

-End-

## About Herbalife Ltd.

Herbalife is a global nutrition company that has been changing people's lives with great products since 1980. Our nutrition, weight-management, energy and fitness and personal care products are available exclusively to and through dedicated Independent Herbalife Members in more than 90 countries. We are committed to addressing the global obesity epidemic by offering high-quality products, one-on-one coaching with a Herbalife Member and a community that inspires customers to live a healthy, active life.

We support the Herbalife Family Foundation (HFF) and its Casa Herbalife programs to help bring good nutrition to children in need. We also sponsor more than 190 world-class athletes, teams and events around the globe, including Cristiano Ronaldo, the LA Galaxy and champions in many other sports.

The company has over 8,000 employees worldwide, and its shares are traded on the New York Stock Exchange (NYSE: HLF) with net sales of US\$4.5 billion in 2015. The Herbalife website contains a significant amount of financial and other information about the company at <http://ir.Herbalife.com>. The company encourages investors to visit its website from time to time, as information is updated and new information is posted. To learn more, visit [Herbalife.co.th](http://Herbalife.co.th) or [IAmHerbalife.com](http://IAmHerbalife.com).

For more information, please contact:

Khun Wandee Lerdsupongkit/ Khun Tanyaporn Chalao

Herbalife Press Information Center

Tel: 02 233 4329/30 E-mail: [pr@francomasia.com](mailto:pr@francomasia.com)