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**Skincare Tips: Don't Forget Your Sunscreen, Indoors Or Out**

By News Canada

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by: News Canada

(NC)—You can never overdo the sunscreen reminder, say skincare specialists, especially when it comes to keeping both the aging UVA and the burning UVB rays off your face and lips.

"Too often we hear women say they forget to apply a daily sunscreen," says Jacquie Hutchinson, national product trainer for Almay, "or they don't include it automatically in their morning routine. Yet, most women are ardently loyal to their anti-aging products, forgetting that exposure to ultraviolet light, indoors or out, can ruin it all. The easiest solution is to find just the right anti-aging, daytime moisturizer with an effective, UVA/UVB sunscreen built in."

Ultraviolet Light Explained

UVA rays, called the aging rays, penetrate deeply into the skin and are thought to be responsible for photo damage, wrinkles, premature aging, and skin cancer.

UVB rays, called the burning rays, are shorter but stronger than UVA. UVB affects the skin's outer layers and is pegged as the primary cause of sunburn, skin aging and skin cancer.

The non-irritating sunscreen formula, titanium dioxide and zinc oxide, has been added to Almay's already robust line-up of hypo-allergenic products. And, says Hutchinson, "both of our daytime moisturizers - Kinetin Age Decelerating Daily Lotion and Kinetin Age Decelerating Daily Cream - are rich in kinetin, a cell-rejuvenating discovery found in leafy green plants.

"There are healing benefits with kinetin too. Clinical testing shows it helps to reverse and repair sun damaged skin, and will also protect from sunspots, lines, and dry patches. Unlike some aging products that use a sun-sensitive acid base, Kinetin skincare requires no "sun-avoidance" program. It protects and revitalizes, with no redness, peeling, or irritation. Indeed, our two, Age Decelerating products with SPF," she said, "have been awarded accreditation from the Canadian Dermatological Association."

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There are a few more essentials however, to help protect your good health and your good looks this summer. Almay suggests:

Wear a wide-brimmed hat for shade, and to protect your hair too.

Wear sunglasses that block 99 or 100 percent of UV radiation to protect your vision and save you from crow's feet.

Protect lips by drinking lots of water and use lipsticks with a sunscreen. Pure Tints Protective Lip Care, for example, contains an SPF 25 plus conditioning ingredients and you can get a clear, no-colour formula for children and men.

Use your morning moisturizer in the sun. For example, if you love your Kinetin lotion with UVA and

UVB protection, re-apply it as need be to your face, neck and shoulders. There is nothing like being able to count on non-irritating, hypo-allergenic ingredients.

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### **Health & Beauty: Oily Skin Can Get Dehydrated Too**

**By News Canada**

(NC)—All skin types – normal, dry, and oily – needs to be moisturized in summer. Your face may appear to have a shine without a morning lotion, "but what you may be witnessing," says Jacquie Hutchinson, national product trainer for Almay, "is a false sense of security."

## Skincare Tips: Don't Forget Your Sunscreen, Indoors Or Out

The skin, she says, has the life-sustaining role of protecting our veins, arteries, blood and organs from exposure to the environment. "It is such an important role that even with the first sign of dehydration, the oil glands immediately pump out more oil to protect from potential damage. Non-moisturized, dehydrated skin therefore can easily look oily and as a result it ruins that flawless, matte look you are trying to achieve.

"Instead, all skin types should be moisturized at least twice a day, but if you like, tuck-away the heavier cream for winter use and apply a lighter lotion in summer."

### Sunscreen Reminder

Skincare specialists virtually agree that daytime products for your face should include a sunscreen, all year-round.

"Our company's hypo-allergenic line up recommends kinetin for youthful, regeneration of the skin," Hutchinson said. "Kinetin is an anti-aging discovery found in green leafy plants and for daytime use, it is combined with UVA/UVB protection and offered in Almay's line of moisturizers, foundations, concealers and lipsticks.

"Kinetin, has healing benefits too," she said. "Clinical testing indicates an efficacious ability to help reverse and repair sun damaged skin and to protect from sunspots, lines, and dry patches. Unlike retinol-based formulas, Kinetin skincare requires no "sun-avoidance" program and recently, our two Kinetin products with SPF were awarded accreditation from the Canadian Dermatological Association."

For those of us concerned about applying too much product on oily or normal skin during the humid days of summer, specialists do suggest "the easiest solution is to get skin protecting and enhancing benefits, all in one."

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