



Guild Gazette- March 2009

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Desert Island Dreams { SUNCARE }

► We are all aware of the dangers of exposing our skin to the elements, particularly the harsh rays of the sun. So, in this edition of Desert Island Dreams, where we look at those items you can't live without, we will be focusing on suncare.

Clients will often be more trusting of the skincare advice they receive from their therapists, and so are likely to listen when you recommend sun protection to them. With holiday season fast approaching, now is the time to start lining your shelves and letting your clients know just how important suncare can be.

- 1 One effective preventative measure in the battle against skin cancer is the RAD Antioxidant Sunscreen (SPF 16) from Environ. This includes a complex of free-radical scavenging vitamins together with two low-allergy chemical sunscreens. Recognised by the Cancer Association of South Africa, this unique product contains antioxidants which penetrate the skin and cannot be removed with water. For more information, visit www.vitaminskincare.eu
- 2 Preparing the skin for natural tanning will ensure a better tan with less sun exposure whilst fighting premature ageing and reducing skin irritations. The Collin Melanin Precursor contains Tyrosine which stimulates the melanin production. The melanin then migrates towards the skin's surface ready to darken the skin upon contact with the sun's rays. Melanin Precursor should be applied daily to clean, dry skin 15 days before sun exposure. It may also be used five days after your holiday, as it will prolong the life of your tan. Visit www.collin.td.uk for more.
- 3 Ahava UK have launched a fabulous line of deliciously scented suncare products, including the Ahava Mineral Suncare Facial Moisturiser (SPF 50). The products offer multi-layer protection to incorporate care with anti-ageing benefits. Ahava's Dead Sea Mineral Complex lies at the heart of their suncare, and has been proven to be highly effective at reducing UVB and photo-ageing damage. As the Dead Sea region is the lowest point on earth, and has a dense and pure atmosphere, it is rich in natural UV filters. Find out more at www.ahava.co.uk
- 4 For a greaseless emulsion, try the Pevonia Hydrating Sunscreen (SPF 30). This silky-smooth product has a dual-phase protective action which both reflects and absorbs the sun's harmful rays. It also safeguards the skin from UVA and UVB, as well as infra-red rays. This is a great product for all skin types and can be used on both the face and body. To see more, go to www.pevonia.co.uk.
- 5 The Epionce Active Shield Lotion (SPF 30+) is a light, quick absorbing broad-spectrum sheer lotion. Not only does this lotion effectively protect the skin from UVA and UVB radiation, it also prevents inflammation, reduces signs of ageing and minimises the risk of skin cancer caused by sunburn. The product can be used on a daily basis if required due to the fact it is free of irritants and sensitisers. More details can be found at www.epionce.co.uk
- 6 One essential high protection sunscreen is the Pier Age's Soleil Solaire Anti-Traces (SPF 50+). This is great for skin conditions and those on medication who should not expose their skin to the sun. It is also ideal for skiers, surfers and young children, as the product is water resistant with a moisturising, nourishing and anti-ageing action to protect the skin, and can be used alone or over a daily care moisturiser. There is more information at www.thebeautybiz.com

In our May/June issue we will add mascara to our survival kit.

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