

Summer May be Over, But Sun's Damaging Effects Continue Year-Round

Dr. George Zuzukin Offers Winter Sun Care Tips to Head Off the Signs of Premature Aging

With shorter days and cooler weather upon us, many people mistakenly believe that they no longer need a sunscreen to protect their skin in the winter months. But even on the dreariest of winter days, the sun's UV rays continue to penetrate our skin, which, over time, can result in significant signs of premature aging.

"Women and men who spent lots of time exposing their skin to the sun in their teens and 20s are paying the price years later as their skin starts to show the resulting hyperpigmentation, wrinkles and leathery texture," says George Zuzukin, M.D., Ph.D., medical director at the Medesthetic Center in Beaumont, TX. "We can treat these effects with Intense Pulse Light (IPL) laser treatments, but, really, the best solution is prevention. I tell my patients to always wear a broad-spectrum sunscreen like Jan Marini's Antioxidant Daily Face Protectant SPF 30 throughout the year."

Winter clouds don't block the sun's UVB rays, and, according to the American Academy of Dermatology, snow reflects up to 80 percent of the sun's rays, resulting in sunburn and photodamage. Even when you don't burn, your skin is still exposed to the deeper-penetrating, long-wave UVA rays, which produce the most visible signs of aging. Yet, despite the facts, a Consumer Reports National Research Center survey recently found that approximately 30 percent of Americans do not apply sunscreen before venturing outdoors.

By taking a proactive approach and practicing these safe suncare tips year-round, you can help keep your skin healthy and stave off the signs of aging.

Apply and reapply often. Always apply a broad-spectrum sunscreen every day, and reapply every 2 hours. Be aware that even some so-called "broad-spectrum" sunscreens do not cover the full UVA spectrum. Jan Marini's Antioxidant Daily Face Protectant SPF 30, however, covers the full UVA and UVB range and features PhytoMelanin, a plant extract that mimics human melanin, providing further UV and antioxidant protection.

Take cover. Try to avoid direct sun exposure between 10 a.m. and 4 p.m., when the sun's rays are strongest. If you are going to be outdoors for any extended period of time, seek shade and wear tightly woven clothing.

Use Self-Tanners to Achieve a Winter Glow. While practicing safe sun habits, you can still enjoy a sun-kissed bronze look even in winter. Jan Marini's Bioglycolic Sunless Self-Tanner employs an amino acid that interacts with the skin's proteins and Glycolic Acid for a natural-appearing, fast-acting and long-lasting sunless tan.