

Sun Protection Tips & Trends

Tanning's fifteen minutes are over. Let your inner health, beauty, and vitality shine through.

The sun is responsible for many signs of aging, and protecting your face from its rays helps keep your skin looking younger. That doesn't mean you need to wear a heavy beach sunscreen every day — the right cosmetics can also protect your skin. Protecting your skin from the sun is one of the most important things you can do to keep your skin looking younger, longer. But it doesn't mean you have to slop heavy, sticky sunscreen on your face every morning. You can get excellent day-to-day sun protection from your cosmetics.

It is well known that young women in the U.S. have recently had significant increases in the two most common non-melanoma skin cancers, basal and squamous cell carcinoma. Now the same appears true for melanoma, the deadliest form of skin cancer.



Nicole Kidman Julianne Moore Kristen Stewart Amy Adams

Tan-free beauties like Nicole Kidman, Julianne Moore, Kristen Stewart and Amy Adams are not just sun-safe, they're stylish.

In addition to the scientific evidence, there's another reason not to tan: Fashion and beauty insiders agree that tanning is no longer in style. "I can't remember the last time I saw a tanned model in my magazine or on the runway," said Jane Larkworthy, Beauty Director of W.

The same goes for celebrities. From Nicole Kidman and Julianne Moore to Kristen Stewart and Amy Adams, smart celebrities are experts at protecting themselves from the sun. They know that up to 90 percent of visible skin changes attributed to aging are caused by the sun. Tanning can begin to wrinkle, sag, roughen, and discolor your skin as early as in your 20's.

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