

SOS

Save Our Skin



What's Your Sun Safety IQ?

Q What Does SPF Mean?

A Sun Protection Factor. SPF refers to protection against UVB rays that burn skin. The higher the number, the more sunburn protection.

Q Are UVA and UVB the Same Rays?

A **UVA=aging:** 95% of UV radiation is UVA¹—one of the main contributors to skin aging.

UVB=burning: UVB rays are the chief cause of skin reddening and sunburn.

Q Does High SPF Mean I'm Protected?

A Since SPF means protection against burning, not necessarily. Choose protection that is labeled broad spectrum, therefore protection against UVA and UVB.

Q Should I Look For Sunscreens With Antioxidants?

A Some studies have shown evidence that synergistic UV filters plus antioxidants can reduce UV induced DNA damage.²



I explain to my patients that they must use sunscreen EVERY DAY, as ultraviolet rays are present during all daylight hours, and it is these damaging rays that lead to skin cancer.

Dr. Shirley Chi,
Board-Certified Dermatologist



Choose Smart Protection!

Dermatologist-recommended sunscreens, like Anthelios with CELL-OX SHIELD™, are lightweight and deliver advanced and long-lasting UVA/UVB protection³ with a boost of antioxidants.



Take Action and Save \$10

The threat of skin cancer is on the rise. In fact, 1 in 5 Americans will get skin cancer¹, so make a change in how you face the sun every day.

Make your commitment to sun safety today. Join the cause at **SOSsaveourskin.com**, and access **\$10 in savings** for La Roche-Posay skincare while supplies last.

LA ROCHE-POSAY
LABORATOIRE DERMATOLOGIQUE

Available at CVS, Duane Reade, select Walgreens and Ulta.

Laroche-posay.us

¹ Skin Cancer Foundation

² Based on Anthelios 60 ultra light fluid. Clinical study of the p53 expression gene.

³ Long-lasting vs. non-stabilized sunscreens. Sunscreen should be reapplied every two hours.