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THE SUNSET

THE NOT-SO-SECRET ANSWER TO HEALTHIER, YOUNGER-LOOKING SKIN PREPARES FOR ITS SECOND ACT, AND THIS TIME THE FOCUS IS ON THE FORMULAS.

BY ELIZABETH RITTER
PHOTOGRAPHED BY ENRIQUE BADELJECI

MODEL: ERIN HEATHERTON; STYLIST: ANNE-MARIE CURTIS; MAKEUP: ANDREW GALLIMORE AT CLM; HAIR: WARD AT THE WALL GROUP

newbeauty.com | SUMMER - FALL 2018
Here is Skin Care, and Then There is Sunscreen.

A product with a rather storied tale, it’s evolved from a bottom-of-the-beach bag afterthought to the ultimate anti-age—proven and preached for its ability to help stop us from completely destroying our skin. However, many avoid applying sunscreen because they don’t like the texture. Non-nanoforms also fail to earn a gold star. Studies reveal only 43 percent of men and 29 percent of women regularly use sunscreen on both their face and exposed skin. Then, there is the ingredient issue, and it’s a big one. According to Cincinnati dermatologic cosmetic chemist Kelly Dobbs, the FDA has not approved a new over-the-counter sunscreen active in more than 40 years—there’s currently 16 UV filters OK’d for use in the United States, a rather tiny number when compared to the 29 in Europe—even after the encouraging Sunscreen Innovation legislation, but showed serious promise for the category as a whole. "Unfortunately, sunscreen manufacturers in the U.S. still don’t have access to the host sun filters," Dobbs says, but does point to the recent news of Hanita’s ban on certain ingredients and the latest Particle Filter made in May regarding sunscreen as promising moves. "While there hasn’t been much innovation in sunscreen active ingredients, there’s a great deal of talk regarding high-energy-visible (HEV) light from our screen usage, which is responsible for skin damage, “Dr. Rachel Hillelson says. The bottom line, Dr. Bucay urges. Don’t get lured downtown by the ingredient war and yes, that goes for the ongoing debate on natural sunscreens versus traditional ones as well. Tell patients to find a sunscreen—they love and apply enough of it and properly at often. Labs should encourage them to layer products with sunscreen in order to reduce gaps in coverage [she prefers starting with a physical formula first], like applying a body lotion with sunscreen, followed by a spray sunscreen. "That’s too much, I just fast if they apply anything."}

And we’ve come to respect that. So off skin cancer numbers are up. Tanning salons stay in business. A large amount of people still skip it. The American Academy of Dermatology (AAD) reports 98 percent of women and 92 percent of men regularly use sunscreen on their face and exposed skin.

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Sunscreen Innovation Act says, but does point to the ingredient war, this summer his company introduces Sun’s SPF Continuous Mist, which he describes as a “thrashback, updated tint” on the old-school Mineral sunscreen. In true modern-world fashion, there’s also a big social media component surrounding the product, as the brand sees the zinc sticks as being a “shareable and interactive” product. Derm is for the conversation too as well. “It looks fun and it will remind consumers to wear SPF,” says Elmer. NJ dermatologist Ingrid Warmuth, MD. “Plus, it’s easy to tell where it’s been applied.” While the brand doesn’t see the sticks being worn alone without a base coat of mineral sunscreen, but they can be worn that way. “I think they do come with the added bonus of being water-resistant for 80 minutes and providing broad-spectrum SPF 50 protection.”

The Sell-Outs

Farni Mumi Beach is a magical place, a sort of “varga-them” hotel that’s far enough away from the pulse of South Beach so guests can still claim their own beach chair—plus some personal space—yet anatomically decadent when it comes to the details. Like Luellen designed it, and Damien Hirst’s gilded wooly mammoth skeleton installation calls the garden home. Regardless of the reason for a stay, the hotel’s spa, the Terra Santa Healing House, says it fields numerous requests from guests regarding the oft-forbidden item of sunscreen. “People want anything with easy application,” says spa director Agustina Cannizzaro. “We sell many premium-branded sunscreens, but we have noticed Hampton Sun’s SPF Continuous Mist is by far and away the most popular. It’s $32 and we can barely keep it in stock.”

Hampton Sun’s SPF Continuous Mist

Is Sunscreen. Then there is skin cancer can be deadly. Dermatologic (AAD) reports 98 percent of women between the ages of 18 and 54 understand that skin cancer can be deadly. However, many avoid applying sunscreen because they don’t like the texture. Non-nanoforms also fail to earn a gold star. Studies reveal only 43 percent of men and 29 percent of women regularly use sunscreen on both their face and exposed skin. Then, there is the ingredient issue, and it’s a big one. According to Cincinnati cosmetic chemist Kelly Dobbs, the FDA has not approved a new over-the-counter sunscreen active in more than 40 years—there’s currently 16 UV filters OK’d for use in the United States, a rather tiny number when compared to the 29 in Europe—even after the encouraging Sunscreen Innovation legislation, but showed serious promise for the category as a whole. “Unfortunately, sunscreen manufacturers in the U.S. still don’t have access to the host sun filters,” Dobbs says, but does point to the recent news of Hanita’s ban on certain ingredients and the latest Particle Filter made in May regarding sunscreen as promising moves. “While there hasn’t been much innovation in sunscreen active ingredients, there’s a great deal of talk regarding high-energy-visible (HEV) light from our screen usage, which is responsible for skin damage,” Dr. Rachel Hillelson says. The bottom line, Dr. Bucay urges. Don’t get lured downtown by the ingredient war and yes, that goes for the ongoing debate on natural sunscreens versus traditional ones as well. Tell patients to find a sunscreen—they love and apply enough of it and properly at often. Labs should encourage them to layer products with sunscreen in order to reduce gaps in coverage [she prefers starting with a physical formula first], like applying a body lotion with sunscreen, followed by a spray sunscreen. “That’s too much, I just fast if they apply anything.”

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