

"The sun emits damaging ultraviolet (UV) radiation. UVB can produce skin sunburns, while the UVA causes tanning. Both can be damaging to your skin. Prolonged sun exposure can lead to premature ageing and skin cancer".



SUMMER SKIN CONDITIONS & SKINCARE

Protection before enjoyment!

Summer has arrived. While this means long fun-filled days for many, too much of a good thing can be bad. This article will address skin conditions that develop or worsen during summer as well as advice on appropriate skincare for the summer.

The sun emits damaging ultraviolet (UV) radiation. We should understand that UV radiation has two main types. Those are UVB and UVA types. The first one can produce skin sunburns, while the other one causes tanning. Nevertheless, both of them can be damaging to your skin. Prolonged sun

exposure can lead to premature ageing and skin cancer.

Sunburn is a painful experience and results when the skin is exposed excessively to the sun's ultraviolet B rays. Skin damage from a sunburn may be minimal and show up as only a mild redness that rapidly resolves or be so severe as to cause blisters with fluid accumulation and peeling of large areas of skin. In short, anywhere from a first to a third degree burn can occur!

A heat rash or prickly heat is called miliaria. It presents as itchy red bumps or tiny blisters. It occurs when the sweat ducts

become blocked or there is too much perspiration. They tend to break open and this allows the sweat to leak just under the skin which is what causes the rash to occur.

Solar dermatitis is an itchy rash that appears in the sun exposed areas only. It may be caused just by increased sun exposure after winter, called polymorphous light eruption.

It is also possible for some medications like blood pressure tablets, to make a person more sensitive to sun exposure. This condition is known as drug induced photosensitivity.



The Dermatologist's Choice

A rash may also occur as the sun reacts to certain chemicals which are on the skin. Cosmetics, perfumes and soap can all cause this kind of rash.

Photosensitivity may also be seen with certain underlying medical conditions like Lupus and porphyria.

Some skin conditions may develop or worsen during summer. These conditions include the following:

ACNE VULGARIS

During summer's humidity, the skin tends to become more oily resulting in the development or worsening of acne especially on the chest & back. It is important therefore to cleanse more regularly and to use oil-free moisturisers on the skin.

FUNGAL INFECTIONS.

These are more common in hot & humid climates. These can affect the feet, groin & body (ringworm). It is usually itchy & scaly.

Another very common yeast infection is called Tinea versicolor and is seen on the chest & back. It presents as white/tan/pink flat spots.

PIGMENTATION

Brown marks or spots on the skin like freckles, melasma and lentigos often appear or darken during summer due to the increased sun exposure. Medications like birth control pills, hormonal supplements and antibiotics increase photosensitivity and have been linked to increased pigmentation.

ROSACEA

This condition usually begins with a "flushed" look on the cheeks, nose, forehead and chin. Over time, the redness stays and causes visible blood vessels all over the face. As Rosacea progresses, red acne-like bumps appear. There is currently no cure for Rosacea. However, certain prescriptions and lifestyle modifications have been shown to curtail it.

SUMMER SKINCARE ADVICE

- Keep well hydrated & drink lots of water.
- Cleanse your face and body after excessive sweating or exercise.
- Use oil-free moisturising lotions especially if you are acne prone.
- Limit the amount of time of sun exposure.
- Avoid the worst sun hours -- from late morning to early afternoon (10 o'clock to 2).
- Wear hats and protective clothing.
- Be aware that sunburn can occur even on a cloudy day (clouds don't stop the ultraviolet rays).
- Know that sunburn can occur even when you are in the water.
- Remember that sand and water reflect the sun rays and increases the chance of burning.

USE APPROPRIATE SUNSCREENS!!

Sunscreens with a Skin Protection Factor (SPF) of at least 30 are recommended for most people. Look for sunscreens with added antioxidants like Vitamin C & E. Sunscreen should be applied 20 to 30 minutes before going into the sun and reapplied often.

Sunburn

Remember that sand and water reflect the sun rays and increases the chance of burning.



ANTIOXIDANTS

The use of topical and systemic antioxidants to combat the ravages of UV damage on the skin, is probably the most important discovery in the aesthetic skin care market in the past 20 years. It has changed the way we think about skin care, and more specifically, protection against photo-damage.

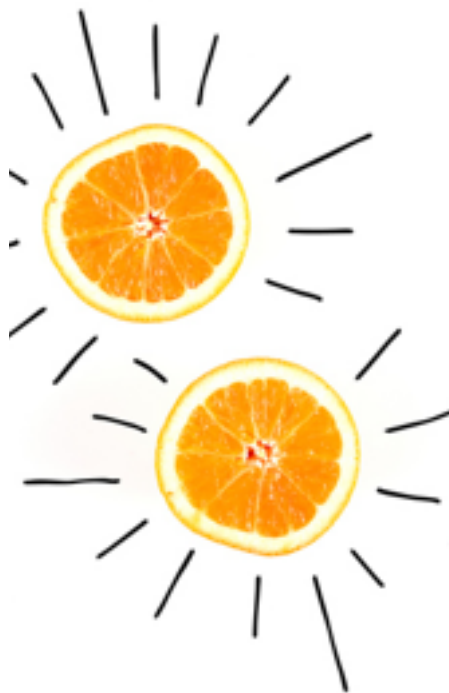
Work on the effect of antioxidants in protecting against UV induced inflammation in the skin – was started in the 80's by Prof. Sheldon Pinnel, who is considered the father of topical antioxidants used on the skin. His life's work centered around the effect of Vitamin C and E, their effect on lessening damage to the skin, as well as the molecular design that would allow these products to penetrate the outer layers of the skin – which are generally impermeable.

His work resulted in the development of serums and products containing Vitamin C and E, to assist the protection of the skin against photo damage.

We now better understand how these products work – thanks to the early pioneers.

These products scavenge free radicals, a byproduct of UV damage – and hence limit the damage to the skin cells and DNA that would have occurred as a result of that damage.

One can essentially think along the lines of “doubling up” on your sun protection – by using topical and systemic antioxidants.



“Vitamin C and E containing products are essential additions to enhancing the protective effect of regular sun block formulations”

Prof Sheldon Pinnel

Only a small handful of scientifically designed brands make use of this new and important technology to protect against UV damage.

These agents are designed in the format of a serum – a highly concentrated form of antioxidant protection, that is typically applied under the daily moisturizer.

In addition, Vitamin C and E containing products are essential additions to enhancing the protective effect of regular sun block formulations – typically these are available as moisturizing sun blocks with added Vitamin C or Vitamin E.

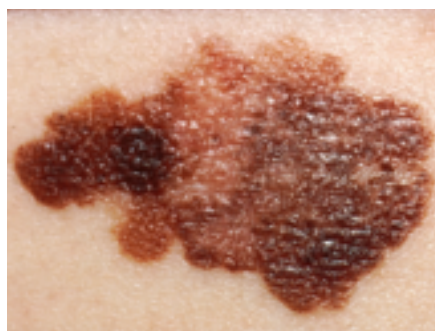
The taking of oral antioxidants – notably vitamin C & E are also recommended. The suggested doses are

1000 mg of Vitamin C and 400 IU of Vitamin E.

In white skin, UV inflammation leads to wrinkling, sunspots and skin cancers. Hence the limitation of UV damage and its resultant effects – make a great impact in limiting these components of skin damage.

Furthermore – in skin of color – the use of these agents limit the results of sun damage and darkening of the complexion! So to protect your natural skin color and prevent darkening – especially of facial skin – the use of topical antioxidants – are thought to be essential.

So ask your dermatologist or skin care expert now for recommendations on how to get the best out of ANTIOXIDANT TECHNOLOGY!



DETECT MELANOMA EARLY

Detecting a melanoma in time can save you your life. Get your moles checked regularly.

REMEMBER YOUR ABCDEs

If you see these 5 signs in your mole, see your dermatologist.

	Feature	Description
A	Asymmetry	The two halves of the mole do not match
B	Border irregularity	The outline of the mole is uneven
C	Colour change	The mole is very dark in some areas
D	Diameter > 6mm	The size is larger than the back of a pencil
E	Evolution	Any unusual change

Your VitaSure Product Guide

Part 2: Body Products



VitaSure Classic

VitaSure Classic formula is an elegant, yet highly specialised emollient base, scientifically designed for use as a daily body lotion on dry skin. It has also been dermatologically approved for use of inflamed skin such as eczema or psoriasis.



VitaSure Repair

VitaSure repair cream restores and replenishes very dry and damaged skin. This product is effective for excessively dry skin that does not respond to normal moisturising agents. It leaves the skin soft and revitalized, repairing neglected skin in no time.



VitaSure Ultramoisturiser

The VitaSure moisturiser is used for dry chapped skin and may be prescribed in conjunction with VitaSure repair cream. This nourishing formula is specifically used on limbs, where dry, flaky skin tends to be problematic. It contains urea and cetomacrogol.



VitaSure Exfoliator

VitaSure exfoliator is a very potent exfoliator of the skin. It is especially effective for use on dry, chapped feet. It contains a high percentage of urea that softens and removes this thick skin on the soles of the feet. It is extremely useful for dry heels, knees and elbows.



VitaSure Skincalming Cream

VitaSure skin calming cream has been specifically formulated for irritated skin. It is especially effective for insect bites, wheals and generally itchy skin. It is also very effective for severe sunburn. VitaSure skin calming cream contains menthol as its active ingredients.

For a full description of VitaSure Facial products, please see our October newsletter or visit www.vitasure.co.za

