

ROCKY MOUNTAIN SUNSCREEN **AND THE BONDING BASE DIFFERENCE**

The problem with most FDA testing is that it occurs in a laboratory, not in the real world. Because of this, most sunscreens easily meet the FDA standards. The real test of a sunscreen is in how you actually use it- in real-world conditions.

There are 3 different types of sunscreen formulas: Wax-Based, Film-Based, and Bonding-Based. The “base”, or lotion in which the UV protectants are mixed, are very important because it will ***ultimately*** determine how well the sunscreen will work.

- Wax-Based- These formulas completely coat the skin, clogging your pores and preventing your skin from sweating or “breathing”. This can result in an increase in the core body temperature, especially during outdoor activities. Wax-based lotions tend to be thick and sticky. On hot days (85+ degrees Fahrenheit), they can actually melt, compromising the UV protection you receive.
- Film-Based- Most sunscreens are film-based. These lotions suspend the UV absorbers on the skin’s surface instead of “bonding” to the skin. They are more easily washed off while swimming or sweating, and can rub off on towels or clothes- making it necessary to re-apply them very frequently to maintain UV protection. Film-based lotions tend to be greasy and can stain clothing and equipment.
- Bonding-Based- Bonding-based formulas, like ***Rocky Mountain Sunscreen***, work the best for people who actually do something while they are in the sun, because they enable the UV absorbers to actually interlock with the skin. RMS formulas tightly interlock with the upper layer of your skin, won’t clog your pores, and allow your skin to breathe and perspire. This helps keep your body cool naturally, which is vital in all outdoor activities. Bonding-based formulas do not sweat off, work great in the water because they don’t wash off, and don’t tend to rub off on clothing or towels.

Rocky Mountain Sunscreen formulas also moisturize and nourish your skin with aloe vera and vitamins A, D, and E. Rocky Mountain Sunscreen is formulated to be used as a daily lotion, protecting your skin against the sun’s damaging UV radiation, extreme dry weather, and wind burn.