

ROCKY MOUNTAIN SUNSCREEN'S TEN RULES TO SAVE YOUR SKIN

1. AVOID INTENSE SUN, ESPECIALLY BETWEEN 10:00AM AND 4:00PM.

Don't think that sunscreen allows you to bake in the sun. Wear long sleeves, preferably a tight weave. Stay in the shade when you can. If you're at the beach, get a beach umbrella.

2. LOOK FOR BROAD-SPECTRUM PRODUCTS RATED AT SPF 30 OR HIGHER.

The slightly greater protection offered by higher SPF ratings may be needed for children when a) exposure times are long, b) in extreme climates (e.g., high altitude, tropical latitudes, etc...), or c) for children who are very fair skinned. Stronger SPFs are also recommended for those who tend to scrimp on the amount of sunscreen they apply.

3. APPLY SUNSCREEN AT LEAST 30 MINUTES BEFORE SUN EXPOSURE.

This will allow bonding-based formulas to bond to the skin. For added protection, you may also wish to consider products with titanium dioxide.

4. USE A GENEROUS AMOUNT OF SUNSCREEN AND RE-APPLY IT OFTEN.

One-eighth (1/8) of an ounce is about right to cover all exposed skin for an average-sized child in short sleeves and shorts. Your coverage may vary. Sunscreen should be re-applied AT LEAST once during the day.

5. DON'T THINK THAT SUNSCREENS MAKE YOU IMMUNE TO THE SUN.

To the contrary, even if you wear sunscreen and don't burn, sun exposure can depress the immune system.

6. WEAR A WIDE-BRIMMED HAT AND UV-BLOCKING SUNGLASSES.

Your eyes need protection as much as your skin does.

7. USE A LIP BALM RATED SPF 15 OR HIGHER.

Lips need sun protection too!!

8. AVOID SUNBURN LIKE THE PLAGUE.

Same goes for sunlamps and tanning parlors.

9. EXAMINE YOUR SKIN ON A REGULAR BASIS.

Any mole that changes shape/color/size, any sore that doesn't heal, or any persistent patch of irritated skin or small growth may be a sign of cancer and needs to be professionally evaluated.

10. SUNBURN BLISTERS ARE SECOND DEGREE BURNS- SEE A DOCTOR.

Remember that sunburns can look mild at first, but over a period of time, they can progress to the blister stage.