ROCKY MOUNTAIN SUNSCREEN'S TEN RULES TO SAVE YOUR SKIN

1. **Minimize intense sun exposure.**
   If possible, plan outdoor activities around the peak exposure time (10:00 AM–4:00 PM). Also, be aware of the UV index where you are.

2. **Use a broad-spectrum sunscreen (SPF 30 or higher).**
   The slightly greater protection offered by higher SPF ratings may be needed for: 1) long exposure times; 2) extreme climates (tropics or high altitude); or 3) persons with fair skin. Higher SPFs are also recommended for those who typically apply a lighter amount.

3. **Apply sunscreen at least 30 minutes before sun exposure.**
   This allows bonding-based formulas (like RMS) to better bond to the skin. For added protection, use a sunscreen with titanium dioxide.

4. **Reapply sunscreen often.**
   Sunscreen should be re-applied AT LEAST every 2 hours during continuous sun exposure.

5. **Sunscreen doesn't make you immune from the sun.**
   To the contrary, even if you wear sunscreen and don't burn, excessive sun exposure can suppress 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 at SPF 15 or higher.**
   People often forget that lips sunburn too!

8. **Avoid getting sunburned.**
   Repeated sunburns, especially in children, dramatically increases the risk of skin cancer. Also avoid sunlamps and tanning salons.

9. **Examine your skin regularly.**
   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 2nd-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.