



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.