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Hydro Restore Skin
Balancing Cream
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Sorella Apothecary
Tinted Dew Drops Broad
Spectrum SPF 50

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TIZO
TIZO Eye Renewal
Sunscreen SPF 20
tizoskin.com

Truth: Even on cloudy days, there is still a risk of overexposure to the sun. It is important to be aware of surfaces that can reflect the sun's rays and increase the chance of a sunburn, like the water or snow. A person snowboarding on a cold and cloudy mountain still risks developing a sunburn due to how the sun reflects off the snow.

Myth: Those with darker skin tones do not need to wear sunscreen.

Truth: Even if there is no visible redness, overexposure to the sun can still lead to skin damage and sunburns in people with darker skin tones. An article published by the Skin Cancer Foundation states that "Skin cancers are less prevalent in nonwhite racial ethnic groups, but when they occur, they tend to be diagnosed at a later stage and, as a result, have a worse prognosis. One study, for example, found an average five-year melanoma survival rate of only 67% in Black people versus 92% in white people. Another showed that late-stage melanoma diagnoses are more common in Hispanic and Black patients than in non-Hispanic white patients."²

OTHER TIPS

The best sunscreen is the one that a client will wear. Be sure to give them options when it comes to reapplication to make it as convenient as possible for them. There are many forms of sunscreen that make application a breeze, such as nonaerosol spray-on and brush-on powder sunscreen. Some other helpful ways to reduce the risk of harmful exposure include taking breaks from being in direct sunlight by seeking out a shaded area or using an umbrella periodically and by wearing ultraviolet protection factor (UPF) clothing.

Ultraviolet protection factor indicates how much ultraviolet A and ultraviolet B radiation a fabric allows to reach skin. For example, a fabric with an ultraviolet protection factor of 50 blocks 98% of the sun's rays. Also, look for sunscreens labeled as broad-spectrum sun protection factor 30 to 50, as they are formulated to protect against both ultraviolet A and ultraviolet B rays.

Sunscreen is not one-size-fits-all and finding a product that works for a client's skin type, Fitzpatrick type, and skin conditions can be a difficult task. However, with the proper knowledge, the professional can ensure that their clients are educated on the importance of sunscreen and get the appropriate product for their skin. Sunscreen is nonnegotiable and the easier the process is for the client, the more likely they are to take the appropriate actions to protect themselves.

References

1. McNeill, A. M., & Wesner, E. (2018, May 14). Sun Protection and vitamin D. The Skin Cancer Foundation. Retrieved June 20, 2022, from <https://www.skincancer.org/blog/sun-protection-and-vitamin-d/>
2. Alexis, A. (2020, July 5). Ask the expert: Is there a skin cancer crisis in people of color? The Skin Cancer Foundation. Retrieved June 20, 2022, from <https://www.skincancer.org/blog/ask-the-expert-is-there-a-skin-cancer-crisis-in-people-of-color/>



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