

[Infographic] Women Don't Use Sunscreen Daily

In a recent online survey, it was reported that 84% of the 1,126 women surveyed didn't use sunscreen as a part of their **daily beauty routine**. The survey was conducted by the Green Beauty Barometer on behalf of Kari Gran. In an effort to better educate people on sun protection, Kari Gran has also released an infographic on best practices when choosing a sunscreen. Some tips include the following.

- UVA rays cause aging, whereas UVB rays cause burning.
- Use an SPF 15 (blocks 93% of UV rays).
- “Broad-spectrum” products are the best for maximum protection.
- Add in a mineral-based foundation for **extra sun protection**.

"I believe facial sunscreen should be viewed just like a cleanser or moisturizer - a can't miss step every day," added Kari Gran, founder of the Kari Gran brand. "Also importantly, while many women wear skin care and makeup products with SPF in them, it may not be doing the job. Typically, the added sunscreen is made with ingredients such as oxybenzone, which has been known to break down after a few hours of exposure and linked to **hormone disruption**."

HOW DOES SUNSCREEN MEASURE UP?
KARI GRAN
karigran.com

UVA = AGING
UVB = BURNING

The sun has two types of damaging rays:
UVA rays penetrate deep into the skin to break down collagen and elastin and **cause premature aging** and are present daily at almost equal intensity.
UVB are burning rays responsible for reddening and **burning the skin's surface**. These rays are primarily present on bright, sunny days.

365
Number of days in a year the sun can penetrate your skin and cause photoaging.

"BROAD-SPECTRUM"
Read the label. Broad-spectrum sunscreens protect your skin from both UVA and UVB rays, which is the **ideal option for maximum protection**.

Damaging UVA rays will penetrate through bright clouds and penetrate clouds and glass.

MINERAL VS. CHEMICAL UV FILTERS

We vote mineral! Mineral UV filters sit on top of the skin and use active ingredients like Zinc Oxide and/or Titanium Dioxide which **activate immediately** to physically block both UVA and UVB rays. We love Zinc Oxide as it protects against UVA-1, UVA-2 and UVB rays.

Chemical UV filters rely on active ingredients — such as Oxybenzone (which has been linked to hormone disruption) — that **take some 20 minutes** to absorb into your skin before becoming active.

FILTERING UV RAYS: CHEMICAL CONFUSION

Active ingredients in sunscreens filter UV rays, so how does your facial sunscreen measure up? What's on your label?

- 1. Mineral:** Zinc Oxide and/or Titanium Dioxide.
- 2. Chemical:** Octinoxane, Octocrylene, Avobenzone, Homosalate and Ethylhexyl Salicylate.

WHAT DO DERMATOLOGISTS SAY?
Most recommend a **SPF of 15** (blocks 93% of UV rays) to be effective.

SPF 50 blocks 98%
SPF 30 blocks 97%

DOUBLING DOWN: Use a mineral-based foundation for **extra protection**.

BEST BET?
One of the things you can do to help prevent photoaging is to protect the face from damaging UV rays — every day of the year. **Choose a broad-spectrum, mineral sunscreen** to ensure you're blocking both UVA and UVB rays.