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THE BEAUTY AUTHORITY

SUMMER-FALL 2018

Elle
MACPHERSON
at 54

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SURGERY**

RADIANT *skin* **SHINY** *hair*

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T HERE IS SKIN CARE, AND THEN THERE IS SUNSCREEN.

A product with a rather storied tale, it's evolved from a bottom-of-the-beach-bag afterthought to the ultimate anti-ager—proven and preached for its ability to help stop us from completely destroying our skin.

And we've come to respect that. Sort of.

Skin cancer numbers are up. Tanning salons stay in business. A large amount of people still skip it. The American Academy of Dermatology (AAD) reports 98 percent of women between the ages of 18 and 34 understand that skin cancer can be deadly. However, many avoid

applying sunscreen because they don't like the texture. Non-millennials also fail to earn a gold star: Studies reveal only 14.3 percent of men and 29.9 percent of women regularly use sunscreen on both their face and exposed skin.

Then, there is the ingredient issue, and it's a big one. According to Cincinnati cosmetic chemist Kelly Dobos, the FDA has not approved a new over-the-counter sunscreen active in more than 10 years—there's currently 16 UV filters OK'd for use in the United States, a rather tiny number when compared to the 29 in Europe—even after the encouraging Sunscreen Innovation Act showed serious promise for the category as a whole. "Unfortunately, sunscreen manufacturers in the U.S. still don't have access to the best sun filters," Dobos says, but does point to the recent news of Hawaii's ban on certain ingredients and the latest FDA update made in May regarding sunscreen as promising moves. "While there hasn't been much innovation in sunscreen actives, there is a great deal of talk regarding high-energy visible [HEV] light from our screen usage, and I think we're going to see a lot more regarding that in the coming months."

San Antonio dermatologist Vivian Bucay, MD says the restrictions have forced sunscreen manufacturers to focus on fine-tuning current formulations in a competitive market, which is making sunscreens much more wearable.

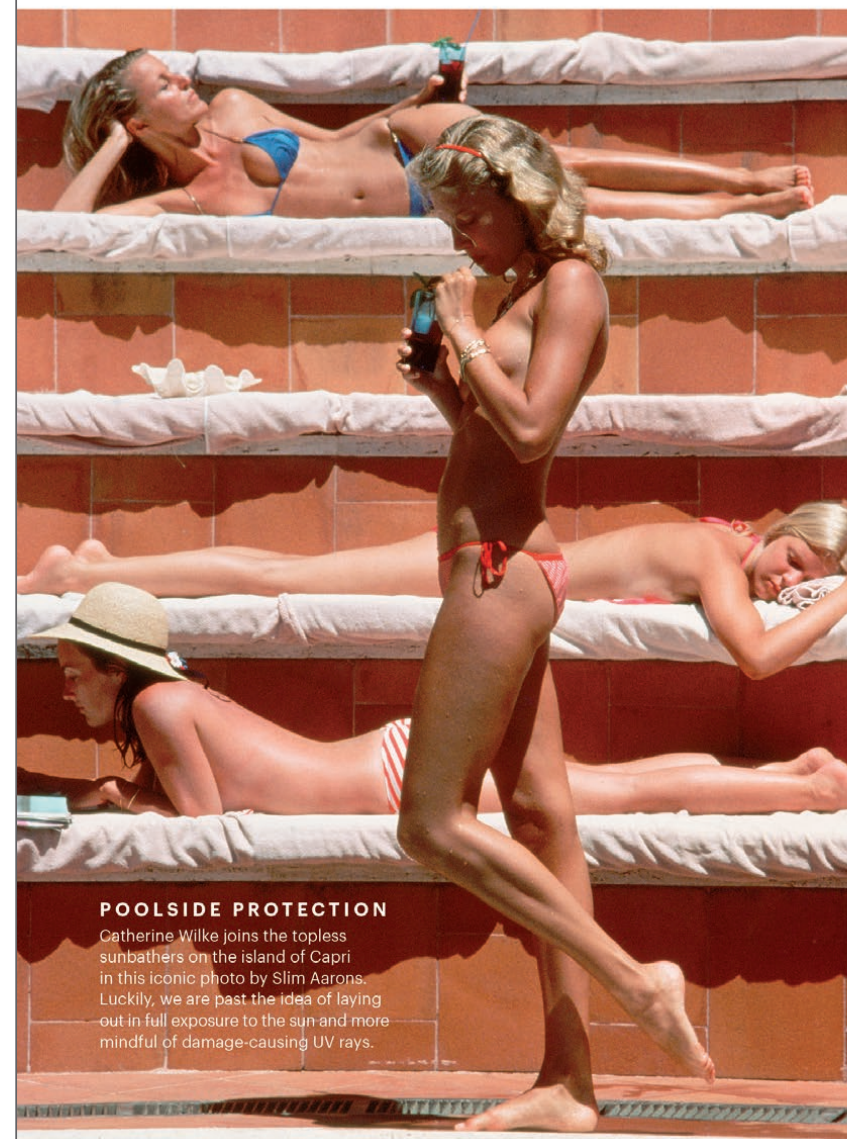
"That's where the innovation is. We now have lotions, creams, mousses, sprays, powders—the list goes on. It wasn't that long ago that those options didn't exist."

Richmond, VA plastic surgeon Ruth Hillelson, MD agrees. "Tinted sunscreen is a good example. There were such limited options for a long time, but now there are so many different kinds and they've made skin care routines much easier. All my patients want one—I didn't see that demand even a few years back."

Both doctors also point to the trend in "sunscreen with added value," as more brands introduce formulas that not only contain SPF, but also boosters like DNA repair enzymes and antioxidants. "I'm really excited by what's being done to protect skin against pollution and infrared damage," Dr. Hillelson says.

The bottom line, Dr. Bucay urges: Don't get bogged down by the ingredient war, and yes, that goes for the ongoing debate on natural formulas versus chemical ones as well. "I tell patients to find a sunscreen—they love and apply enough of it and reapply it often. I also encourage them to layer products with sunscreen in order to reduce gaps in coverage [she prefers starting with the most 'fluid' formula first], like applying a body lotion with sunscreen, followed by a spray sunscreen."

"If that's too much, I'm just happy if they apply anything."



POOLSIDE PROTECTION

Catherine Wilke joins the topless sunbathers on the island of Capri in this iconic photo by Slim Aarons. Luckily, we are past the idea of laying out in full exposure to the sun and more mindful of damage-causing UV rays.