HOW TO LOOK YOUNGER LONGER

Mary Kay helps you get sun smart.
QUESTION:

Would you use a product that can help keep you looking younger longer, delaying the early signs of aging?
QUESTION:

Would you invest a few minutes of your time — of your children’s time — each day if it meant dramatically decreasing your risk of premature skin aging and skin cancer?
FACTS:

- About 90% of the visible signs of skin aging is caused by the sun.
- Approximately 90% of non-melanoma skin cancer is caused by the sun.
- Broad-spectrum sunscreen continues to be one of the safest and most effective sun protection methods available as part of your overall sun protection routine.
- Sun protection is a must 365 days a year regardless of where you live, what you do or how dark your skin tone.
READY TO GET SUN SMART?

What’s inside:

- UV radiation
  - Definition
  - Damage
  - Increased risk factors
- Protection from UV damage
  - Sunscreens
  - How sunscreens work
- Mary Kay® Sunscreen Products
FACT OR MYTH:
THERE’S LITTLE RISK OF UV DAMAGE ON CLOUDY/WINTERY DAYS.

MYTH!
Up to 80% of the sun’s UV rays penetrate light clouds, mist and fog.
FACT OR MYTH:
DARKER SKIN TONES DON’T NEED SUNSCREEN

MYTH!
Even darker skin tones are susceptible to sun damage
FACT OR MYTH:
SUNSCREEN WILL CAUSE A VITAMIN D DEFICIENCY

MYTH!
You don’t need the sun for vitamin D. Any amount of unprotected sun exposure is dangerous.
FACT OR MYTH:
SOME SUNSCREEN INGREDIENTS ARE UNSAFE

MYTH!

“Sunscreen continues to be one of the safest and most effective sun protection methods available.”
WHAT IS UV RADIATION?

- Ultraviolet (UV) rays come from the sun and damage skin
- Two primary UV classifications:

  **Ultraviolet B (UVB)**
  Very powerful but shorter wavelength so does not penetrate deep into the skin; primarily associated with immediate effects like sunburn.

  **Ultraviolet A (UVA)**
  Longer wavelength that penetrates deep into the dermis layer of the skin; primarily associated with long-term effects like wrinkles.
**WHAT IS UVB DAMAGE?**

- UVB rays are primarily responsible for:
  - Sunburn
  - Premature skin aging
  - Skin cancer
WHAT IS UVA DAMAGE?

UVA rays are primarily responsible for:
- Premature skin aging
- Tanning
- Immune damage
- Skin cancer
WHAT'S BAD ABOUT TANNING?

- Reaction to damage
- Tanning bed use linked to melanoma
WHAT FACTORS INCREASE YOUR RISK OF DAMAGE?

No one is immune, but these behavioral factors increase risk:

- Not protecting yourself from the sun
- Regularly participating in recreational sports, especially on water or snow
- Spending many hours outdoors
WHAT FACTORS INCREASE YOUR RISK OF DAMAGE?

These factors can also put you at greater risk:

- Fair skinned
- Light colored eyes
- Family history of skin cancer
- Have many/irregular/large moles
- Certain medications
- Under age 18
What environmental factors increase your risk of damage?

- Living in a climate that is sunny year-round
- Living at high altitudes
- Living/vacationing in areas close to the equator
HOW CAN I PROTECT MYSELF FROM SUN DAMAGE?

- Use broad spectrum sunscreen daily
- Minimize sun exposure
- Wear protective clothing
HOW DO SUNSCREENS WORK?

- Two types of active sunscreen ingredients
  - Physical sunscreen ingredients: reflect and scatter UV light before it penetrates into the skin
  - Chemical sunscreen ingredients: absorb UV rays before they cause damage and convert them into harmless energy
WHAT DOES SPF MEAN?

- SPF = Sun Protection Factor
- Represents the level of UV protection
  - SPF 15 screens about 93% of UV rays
  - SPF 30 screens about 97% of UV rays
  - SPF 50 screens about 98% of UV rays
  - No sunscreen screens 100% of UV rays
WHAT IS BROAD-SPECTRUM PROTECTION?

- Provides proportional UVB to UVA protection
- Standardized in most markets
- All Mary Kay® sunscreen products meet the standards
WHAT ARE THE NEW SUNSCREEN GUIDELINES IN THE U.S?

- To claim “broad spectrum,” the FDA requires sunscreen products to:
  - adequately protect against both UVA and UVB rays
  - provide SPF 15 or higher

- Sunscreens that meet these requirements can claim to help prevent sunburn, reduce the risk of skin cancer and reduce the risk of premature aging.
WHAT IS THE SKIN CANCER FOUNDATION?

- Skin Cancer Foundation
  - A leading organization dedicated to reducing the incidence of skin cancer
  - Developed strict guidelines for earning their Seal of Recommendation
WHAT DO THE SKIN CANCER FOUNDATION SEALS MEAN?

- “Daily Use”
  - protection from incidental sun exposure over short periods of time
  - SPF 15 or higher and broad spectrum
  - Photostable

- “Active”
  - protection from extended sun exposure
  - SPF 30 or higher and broad spectrum
  - Photostable and water resistant
Some sunscreens can lose effectiveness upon UV exposure
Proper formulation ensures the sunscreen maintains its integrity and protective power over a period of time
Referred to as photostability
1. How much you apply
   - Applying less than the proper amount can significantly decrease the level of protection
   - Apply liberally!

2. Layering sunscreen
What factors impact the effectiveness of sunscreen?

3. When and how often you apply
   - Apply 15 minutes prior to sun exposure
   - Reapply every two hours
   - Reapply after swimming, sweating or towel drying

4. Expiration date
   - Typically 2 years
   - Or after prolonged time in intense heat
HOW SHOULD CHILDREN BE PROTECTED?

Under 12 months old
- Stay in shade
- If shade is not possible, Mary Kay® sunscreen may be used at 6 months & up

After one-year old
- Broad-spectrum sunscreen of SPF 15 or higher
- Limit time outdoors between 10 am – 3pm
- Cover up in long-sleeves, pants
- Wear sunglasses, hat
How do Mary Kay® Sunscreen Products Measure Up?

- All products
  - Meet global standards
  - Provide broad-spectrum protection
  - Are photostable
  - Have been granted the Skin Cancer Foundation Seal of Recommendation
## Mary Kay® Sunscreen Products

<table>
<thead>
<tr>
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<th>Intense Outdoor Exposure</th>
<th>Moderate Outdoor Exposure</th>
<th>Daily Protection</th>
<th>Targeted Protection – Lips</th>
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<td>Mary Kay® Sun Care Sunscreen Broad Spectrum SPF 50*</td>
<td>Mary Kay® Sun Care Sunscreen Broad Spectrum SPF 30*</td>
<td>TimeWise® Day Solution Sunscreen Broad Spectrum SPF 35*</td>
<td>Mary Kay® Sun Care Lip Protector Sunscreen Broad Spectrum SPF 15*</td>
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*Over-the-counter drug product.
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<td>8 Benefits in 1</td>
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WHAT ARE THE KEY POINTS TO REMEMBER?

- Sun exposure causes premature skin aging and skin cancer
- Sun damage comes from UVA \textit{and} UVB rays
- Protect yourself year-round, rain or shine
- Choose broad-spectrum, photostable sunscreen products
- Be sure to apply an adequate amount of sunscreen and reapply often especially when in the sun
- Look to the many Mary Kay® sunscreen products to protect you every day