

## **Why do we need to apply topical Antioxidants?**

## **Why do we need to use broad-spectrum sunscreen?**

Scientists calculate that free radicals account for approximately 90% of perceived skin aging – including wrinkles, roughness, mottled pigmentation and loss of elasticity. These external factors contribute to free radical damage in the skin. Ultraviolet light is a key culprit of skin aging – the longer-range UVA spectrum (320-400nm) alone can damage skin. UVA is more efficient than UVB and triggers reactions that damage skin, resulting in premature aging and even skin cancer

Many techniques are available to repair skin damage, but daily maintenance strategies are needed to help skin look good

Current sunscreens fail to completely protect against UVA and because they prevent sunburn, allow longer UV exposure and consequently more damage. Moreover, sunscreen use is not universal because of messiness, irritancy, cost, safety and non-compliance. Many plastic surgeons and skin care specialists recommend topical antioxidants as a daily skin care treatment to help protect skin. Our body uses antioxidants to neutralise oxygen-free radicals before they can cause damage, however, they are used in the process, must be replaced and body stores are limited and tightly controlled. The beauty of topical antioxidants is that they add to nature's own way of protecting the skin, and provide a way to get significantly greater amounts into skin than at all possible through dietary intake and oral supplements

Topical Antioxidants such as SkinCeuticals CE Ferulic help neutralise free radicals, lighten skin, stimulate collagen and are anti-inflammatory as well as improve overall skin health.

SkinCeuticals sunscreen contain natural ingredients like Titanium Dioxide, Mexoryl® SX and Mexoryl® XL which offer broad-spectrum coverage. Broad-spectrum coverage means up to the UV spectrum of 400 nanometres. SkinCeuticals sunscreens measure up to 380 nanometres. Our sunscreens are cosmetically elegant so they feel nice to wear. UVA is around 365 days a year and therefore, sunscreen should be worn 365 days a year as those UVA rays can penetrate through cloud and glass – yes, even when it's raining or snowing you need to wear sunscreen. Don't think of it as sun – think of your protection as protection against UV damage!

This product is easy to apply and to integrate into your current skincare regime. Simply apply 3-4 drops onto a clean skin, allow to absorb (takes a matter of seconds/minutes) and then apply a broad spectrum sunscreen which doubles as a moisturizer.

