



# SUN SAFETY *cheat sheet*

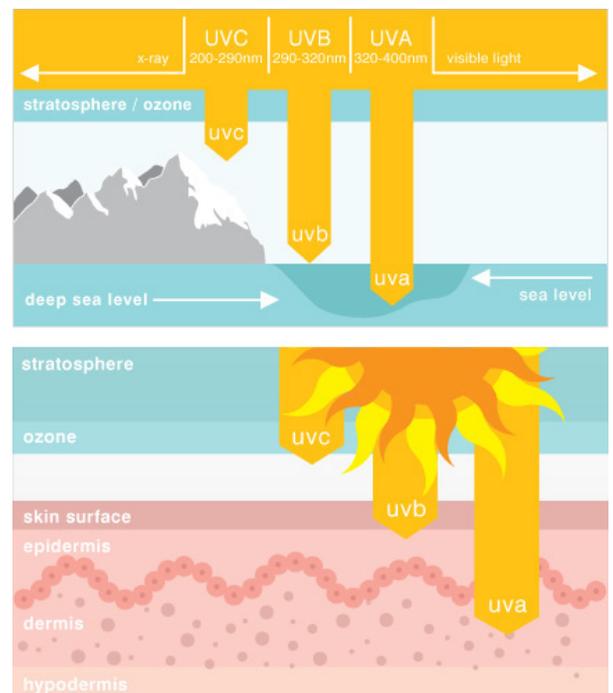
May is Melanoma Awareness Month and it's the perfect time to get serious about sun safety! We've teamed up with COOLA to bring you a Sun Safety Cheat Sheet! Get tips to keep you sun-safe, learn the difference between UVB & UVA, and discover 4 must-have products you'll love all year long!

## Sun Safety Tips!

- Apply water-resistant sunscreen (minimum SPF 15!) and don't be shy! Generously apply SPF to any part of your body that is exposed to the sun each day & reapply every 2 hours you're in direct sunlight!
- Just 1 ounce of sunscreen (about 2 tablespoons) is all you need to keep your entire body protected... until it's time to reapply!
- Keep your lips in kissable condition by always applying a lip balm with SPF 15 or higher!
- Cover up! Keep a wide-brimmed hat, sunglasses, and loose-fitting long-sleeved shirts & pants handy.
- The sun's burning rays are strongest from 10AM-4PM, try to seek some cool shade!
- Early detection is key when it comes to Melanoma. Be sure to examine your skin from head-to-toe every month and see a physician yearly for a skin exam.

## UVA vs. UVB: The Long and Short of it...

While it may feel nice basking in the warm sunlight, a tan isn't the only thing you're getting! That warm sunlight is made up of 3 types of harmful rays: UVA, UVB, and UVC. While UVC rays, the shortest and strongest of the three, are thankfully absorbed by the ozone layer and don't reach us, UVA (long wave ultraviolet A) and UVB (short wave ultraviolet B) rays are responsible for everything from aging our skin, those embarrassing sunburns, and the most dangerous form of skin cancer, Melanoma.





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## Head-to-Toe Protection Any Time of Day!



**Where:** Your AM outdoor run  
**What:** Sport SPF 50 Unscented Sunscreen Spray  
**Why:** This clear, unscented continuous spray is perfect for outdoor activities all year long! It offers water-resistant skin broad spectrum SPF 50 protection using 70%+ certified organic ingredients like Cucumber, Algae and Strawberry Extracts



**Where:** A day at the office  
**What:** Face SPF 30 Unscented Matte Tint  
**Why:** A natural BB Cream with SPF 30 and broad-spectrum UVA/UVB plus environmental protection? Sign us up! This lightly tinted, unscented sunscreen smoothes skin and adds needed moisture with organic Rose Hip Oil and organic calming Evening Primrose.



**Where:** Every day, everywhere.  
**What:** Liplux SPF 15 Peppermint Vanilla  
**Why:** Prepare to meet your new best friend! This all-in-one lip treatment hydrates and protects with SPF 15 broad-spectrum UVA/UVB protection! It's packed with vitamin and antioxidant enriched food-grade ingredients like Raspberry and Avocado fruit butters, so you're always ready to pucker up!



**Where:** After too much fun-in-the-sun...  
**What:** ER+ Radical Recovery After Sun Lotion  
**Why:** We've all been there, the two-hour reapply time passed 6 hours ago and we're left with a nasty, embarrassing bright red sunburn. Save your skin with this ultra-moisturizing, deep-soothing lotion that uses the power of organic Agave and Aloe Vera to calm sunburns and promote collagen synthesis.