

Summer Skin Care Tips

by Stephen Strassler, President, Reviva Labs

With the multitude of skin cancer cases reported by the National Cancer Institute, it appears that sun damage to human skin is reaching epidemic proportions. Sunscreens are important but they work only on the surface. Some degree of free-radical ultra-violet rays (particularly UV-A...the aging rays) often get through.

A few years ago, Reviva Labs stressed that a strong antioxidant cream formulated for absorption deeper than the sunscreen cream or lotion, and applied *under* the sunscreen, could offer an important extra level of protection against sun damage. Such an antioxidant cream could "zap" free radicals that get through the sunscreen.

Reviva Labs offers two such antioxidant creams formulated for deeper absorption. One is Reviva's Ultra C Cream which features a unique vitamin C component from cabbage juice (ascorbigen) in addition to standard vitamin C (of course, Ultra C's usual usage is under make-up).

The second is Reviva's popular Alpha Lipoic Acid, Vitamin C Ester & DMAE Cream. Both creams are not sunscreens but their outstanding anti-inflammatory and antioxidant qualities—used under a sunscreen cream—offer a valuable double layer of defense against skin aging and skin cancer.

We also suggest that these creams should be used after sun exposure.

To summarize, reviva asks you to remember that there is no total sunblock. So when some free radicals get past your sunscreen (as has been proven they do), Reviva's antioxidant Ultra C Cream or Alpha Lipoic Acid, Vitamin C Ester & DMAE Cream can "zap" them before they do their damage.

Other Tips and Questions about Summer Skin

Do you need a sunscreen on lips? Absolutely! Melanin isn't present in the lips, so no matter what your skin type, your lips need sun protection. The lower lip, in particular, burns easily and can even be affected by skin cancer. So, use a sunscreen with SPF #15 on lips. Reviva's Vitamin E Stick offers SPF #15 sun protection and is also used under eyes.

Watch out for sunburn! If you're sunbathing and see a blush or pink skin, it's time to cover up. A sunburn takes 4-6 hours to maximize and can be a painful red by the evening. If you do burn, here are a few natural aids:

- ⊗ Cold compresses. Example—add ice cubes to a bowl with equal parts water and milk, soak a cloth and apply.
- ⊗ A cool bath can also help.
- ⊗ Slices of raw potato will help lessen the heat.
- ⊗ For the face, Reviva's Cream Hydratante or Willard Water has been reported to offer excellent relief.
- ⊗ A towel soaked in iced tea is another soother (the tannic acid helps).

Puffy Eyes? Cold chamomile tea bags help soothe, as well as cold cotton pads with milk. For de-puffing, you'll be delighted

with Reviva's new 100 percent Collagen Fibre Eye Pads, contour cut for the under eye area. They also feature myoxinol for special anti-wrinkle action.

Is sun a great treatment for acne or blemishes? The answer is no, on a long-range basis, but let us explain. Many acne or blemished skin individuals have been told that sunbathing is an excellent remedy. And the sun does offer quick improvement but alas, it doesn't last. Our experience in professional skin salons has shown that a month or less after sunbathing the blemishes again erupt. Here's why: the sun has an anti-septic effect on blackheads and pimples, but while the good is happening, sun is also thickening the epidermis. As a result of the thickening, pores often become blocked and the sebum gets clogged—doesn't flow to the surface. So clogged pores mean new breakouts.

To help avoid the problem, blemished skins should continue at least once a week exfoliating with a mild exfoliant like Reviva's Light Skin Peel. Also, Reviva's Oily Skin Night Cream to help soften the skin, and softening masks such as Reviva's Hydrogen Peroxide Green Papaya Mask. Light peeling, incidentally, won't take away your tan. A tan is formed in the lower levels of the epidermis and peel just removes surface dead cells.

Tanning without sun. If you want a rich attractive tan—but don't want to sunbathe—you'll be surprised at how remarkably effective, how easily, Reviva's Tan Without Sun produces the look you'll love. This is nothing like those quick bronzers in the past—the kind that may have been blotchy, orangey or stained your clothes. Reviva's formula produces a smoother, more even, more attractive tan than most of us could possibly get from a week of sunbathing. Even very fair skin or skin sensitive to sun generally responds beautifully. The color last for days and does not wash off—just fades away like a regular suntan.

What can I do to offset sun and air-conditioning taking moisture out of my skin? There are several good moisturizing creams but the most potent in the Reviva line is concentrated Hyaluronic Acid Serum in its one-ounce bottle. You can use it alone, under make-up and under night cream. Of course, you should also drink eight glasses of liquids (water or juices) a day. If your skin is severely dehydrated, you might try the Hyaluronic Acid Serum under Reviva's new TGF Beta-1 Growth Factor Cream at night.

Do you need protection on non-sunny days or under a beach umbrella? The sun's UV-B rays, although filtered by clouds, do pass through. Therefore, the fact that we normally would not take the same protective measures in cloudy weather means that long exposure could definitely cause a burn. And, did you know that sand reflects about 30 percent more ultraviolet light than grass? So you still need sunscreens under the beach umbrella. Water, too, reflects sunlight and the sun's rays pass right through water. So if you're swimming or just standing in shallow water, use a water-resistant sunblock and cover-up with a cotton pullover, if you're standing. ■