



Be Sun Smart

- Daily application of sunscreen is imperative.
- Apply sunscreen before exposure to the sun. When applying sunscreen to the entire body, use one ounce (two tablespoons) of sunscreen.
- Use a sunscreen that blocks the aging long UVA rays.
- Use high-SPF sunscreen to block the burning UVB rays.
- Avoid direct sun exposure during peak hours, generally between 10 a.m. and 2 p.m.
- Always wear sunscreen, even in winter and on cloudy days.
- Wear a broad-brimmed hat, sunglasses, and protective clothing.
- Apply sunscreen 30-60 minutes before going into the sun.

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SKINCARE

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Prevent Sun Damage



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What you should know about the sun...

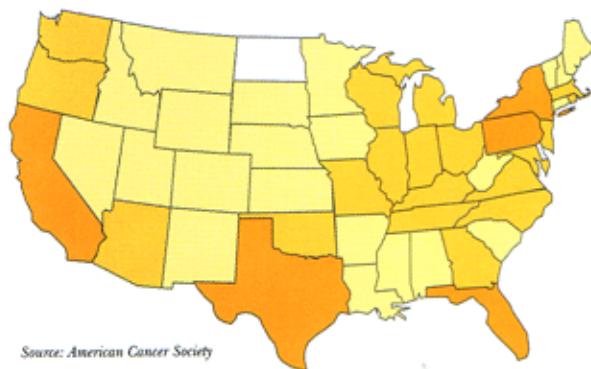
It causes 90% of all skin cancers

- Overcast days are not much safer than those that are sunny, as 70-80% of the sun's ultraviolet rays can get through the clouds.
- The sun is about 80% stronger when reflected off sand and snow.
- The sun's rays increase in intensity about 4% for every 1,000-foot rise in altitude.
- It's better to play or engage in sports before 10 a.m. and after 4 p.m. If that's not possible, try to avoid being out at high noon.
- The sun weakens the immune system, reducing your defense against infection.
- In general, kids can get all the vitamin D they need for strong bones from fortified milk, salmon, vitamin supplements and/or brief, casual sun exposure.

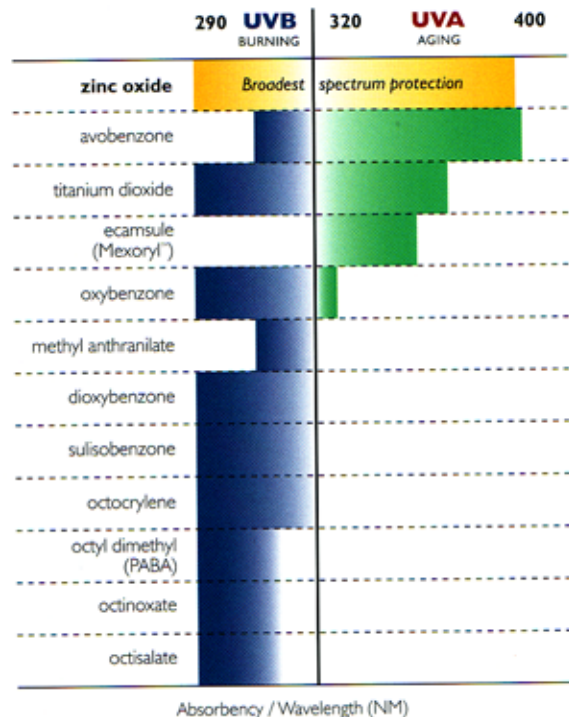
Skin Cancer on the rise

Estimated new melanoma cancer cases by state, 2006

Under 100 cases
 101-1,000
 1,001-3,000
 3,000+



EltaMD™ Sunscreens with Micronized Zinc Oxide



EltaMD™ sunscreens utilize microfine transparent zinc oxide. Zinc oxide is the only *Single Ingredient* that uniformly blocks both UVB and UVA rays, including the long UVA rays that have been implicated in both photoaging and photocarcinogenesis (skin cancer).

UVA Rays: (aging rays)

- Can pass through glass (office & cars)
- Are not affected by weather or altitude
- Penetrate deep into the skin layers
- Are present all day every day of the year
- Are 20 times more abundant than UVB

UVB Rays: (burning rays)

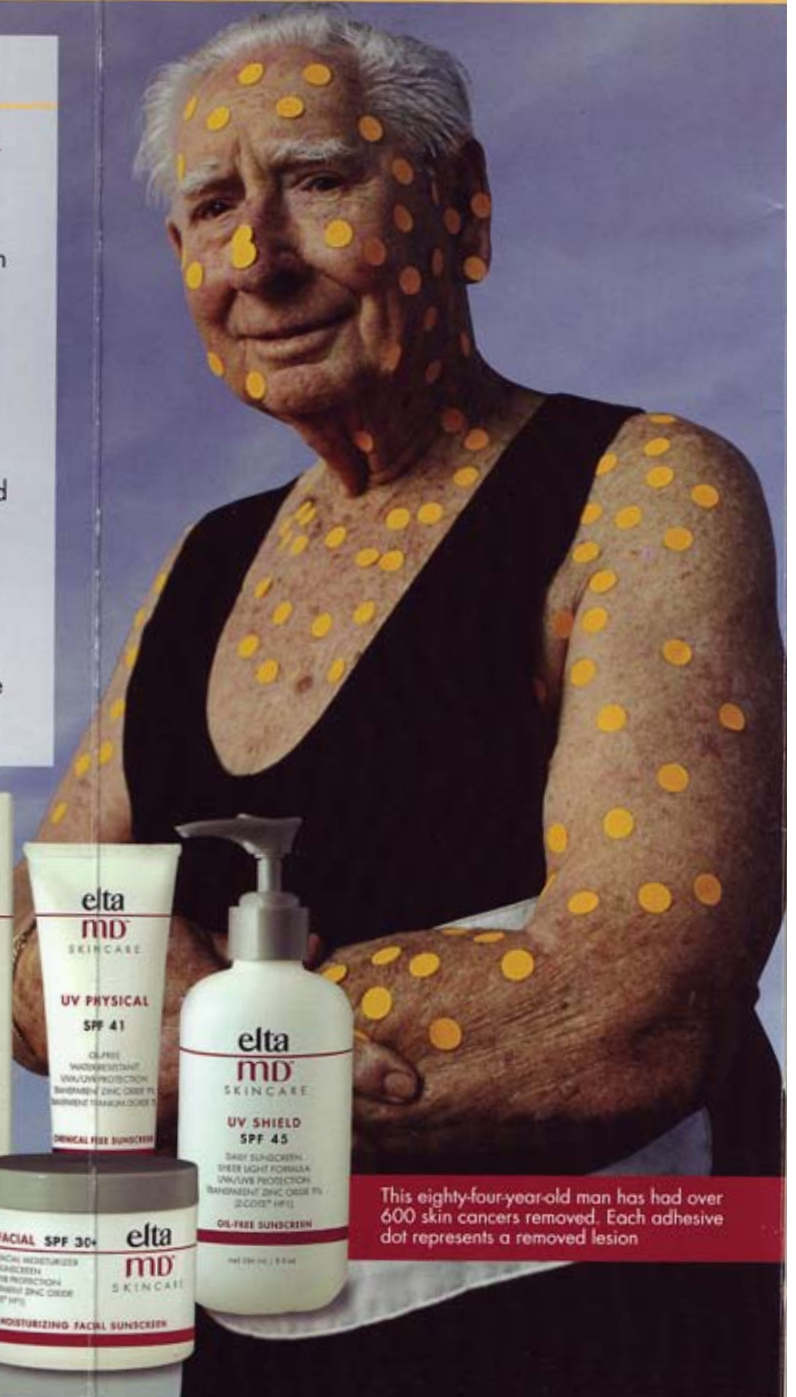
- Cause sunburns & tanning
- Vary with seasons (stronger in summer)
- SPF (sun protection factor) number shows the level of protection from UVB rays

Skin Cancer is the #1 Cancer in America.

Prevent Skin Cancer

Did You Know...?

- One in five Americans will get skin cancer.
- There are 1.3 million new cases of skin cancer per year.
- More than one person per hour dies of skin cancer in the U.S.
- Melanoma risk has doubled in the last ten years.
- More than 90% of all skin cancers are caused by sun exposure.
- Fewer than 33% of adults, adolescents, and children routinely use sun protection.
- Skin cancer kills more women under the age of 30 than any other form of cancer including breast and ovarian cancer.
- A person's risk for skin cancer doubles if he or she has had five or more sunburns.



This eighty-four-year-old man has had over 600 skin cancers removed. Each adhesive dot represents a removed lesion.

EltaMD™ formulas utilize a microfine transparent zinc oxide that leaves no white residue on the skin's surface. All EltaMD™ sunscreens are non-comedogenic, sensitivity-free and fragrance-free.

EltaMD™ UV Shield

Oil-Free

- SPF 45 with 9% microfine transparent zinc oxide
 - Great for all skin types, especially oily or acne-prone skin
 - Specifically formulated to provide oil-free UV protection for the face, either alone or under makeup
 - Light sheer formula that spreads quickly and leaves no residue on skin's surface
- 3 oz tube #02282
8 oz pump #02281

EltaMD™ UV Facial

Moisturizer

- SPF 30+ with microfine transparent zinc oxide
 - Specifically designed to provide moisturizing UV protection for the face, either alone or under makeup
 - Light, fluffy moisturizing base with an elegant feel
 - For all skin types, especially moderate to dry skin types
 - Ideal for post microdermabrasion, IPL treatments, chemical or glycolic peels and post laser treatment
- 4 oz jar #02283
3 oz tube #02284

EltaMD™ UV Lotion

Entire Body

- SPF 30+ with microfine transparent zinc oxide for the whole body with UV protection
 - Apply daily after showering
 - Safe for all skin types
 - Great for the whole family
- 8 oz pump #02286

EltaMD™ UV Daily

Sheer

- SPF 40 with 9% microfine transparent zinc oxide for very strong UV-A and UV-B protection
 - Light, sheer daily moisturizer with UV protection for the face, either alone or under makeup
 - Glides on easily and absorbs quickly into the skin
 - Hyaluronic acid to increase skin smoothness, softness and decrease wrinkles
 - Paraben-free
- 1.7 oz airless pump #02289

EltaMD™ UV Physical

Chemical-Free

- SPF 41 with 9% Zinc Oxide and 7% Titanium Dioxide for true broad spectrum protection
 - Chemical Free — natural mineral UV protection, oil-free, paraben-free and fragrance-free
 - Tinted base
 - Water Resistant
 - Ideal for very sensitive skin and children
 - Absorbs quickly and can be used on the face and body
 - Antioxidants to neutralize free radicals and help prevent sun damage
- 3 oz tube #02578

EltaMD™ UV Sport

Waterproof

- SPF 50 with 9% microfine transparent zinc oxide
 - Won't rinse off in water or drip into eyes and sting when you sweat
 - May be applied to wet or dry skin
 - Great for swimmers, runners, golfers, skiers and all outdoor activities
 - Safe for use with children
- 3 oz tube #02287
8 oz pump #02288