

Why is sunscreen important?

There's unfortunately a lot of contradictory information about sunscreen, so here are the facts.



Much of the sun's energy comes in the form of UV (ultraviolet) radiation, which has a short wavelength and isn't visible to the naked eye. The Earth's atmosphere –particularly the ozone layer -- filters out most of the UV radiation before it reaches us. But some gets through, and when these high-energy photons strike your skin, they generate free radicals and can damage your DNA directly.

UVB radiation causes sunburn and skin cancer, while UVA radiation is responsible for long term skin damage and ageing, as well as skin cancer, including melanoma. Apart from this, UV rays can also cause permanent damage to eyes.

Often forgotten, we also need to include longer wave visible light and InfraRed (IR) light as threats to our skin health.

READ MORE: <http://bit.ly/H24Sunscreen>