



June 1, 2012

## ATTENTION GOLFERS: DON'T SKIMP ON SUN PROTECTION

On my last few business trips to sunnier regions, someone has asked me about my complexion. I have a few age spots and wrinkles but for the most part my skin is clear and has an even tone. The biggest contributors have been that I worked 80+ hours a week for over decade and never sunscreen (working in the beauty industry and getting regular facials hasn't hurt either). I wear a SPF 30 every day, even in Seattle.



Now the American Academy of Dermatology (AAD) is targeting their skin care message to golfers. It's easy to skip the sunscreen or more likely, not use enough, when you are having a good time and focusing on your game. The truth is that more than 2 million people are diagnosed with skin cancer each year, however it is entirely preventable and when treated early is curable.\* To learn more about how to check your skin, go to [SpotSkinCancer.org](http://SpotSkinCancer.org).

Sunscreen however is a fairly hot topic lately with lots of controversy around ingredients and new delivery methods, such as nanotechnology. Right now, the AAD is saying that the most common ingredients and delivery systems are safe. To read their view, see this [article from the AAD](#).

According to Dr. Amy J. Derick, a dermatologist in Illinois, the most important thing to look for in a sunscreen is at least SPF 30 with broad spectrum protection, which means that it protects against UVA and UVB rays. She also says that "sunscreen needs to be applied every 1.5-2 hours. Usually the amount needed is more than you think—about a golf ball size per application. For a golf game, I would apply before the round and then after the front nine."

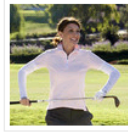
So before you head out for your next round, here are some ideas on how to protect and care for your skin.

261 Fifth Avenue, 2<sup>nd</sup> Floor ♦ New York, NY 10016

Telephone: (212) 685-4300 ♦ Fax: (212) 685-9024

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### Protective Clothing



*Iconic Golf Sleeves*

You will see a lot of pro players, especially on the LPGA, with sun protective sleeves or undershirts. [Iconic Sport](#), a San Francisco-based company, makes clothing that has non-chemical UPF protection from 30 to 50+, depending on the garment. They offer polos, shorts, skirts or just arm sleeves for men and women, all made in the USA.

Hats and visors provide physical protection from the sun's rays and add a little panache to your style. Fairway Fox has several options by Manhattan milliner Satya Twena (as well as some sassy headbands). The brims are wide enough to shield your eyes and nose but don't make you feel like you are in a tent and are pretty enough to wear off the course. Starting from \$198 at [Fairway Fox](#).



*Fairway Fox Lily Visor*

### Sunglasses



*Scheyden Albatross*

These Scheyden Albatross aviators are my favorite sunglasses because they are not only sexy but have UVA **and** UVB protection. Designed for pilots, they have glass lenses that come in bronze (shown) or a dark grey and you can get them polarized as well. The shape of the lens is a little smaller than most aviators, so they look better on smaller faces. With this said, I've found that I

have to wear more sunscreen when I wear them because the glass reflects the light onto my face; however, my eyes don't get as tired and with them my vision is really clear. Starting from \$309 at [Scheyden.com](#)

### Post Sun Care

After years in the beauty biz, I am a firm believer that quality skin care does make a difference. One brand I recently found and love is La Isha. This line is founded by Sharon Gnat Epel, who first became interested in essential oils to heal her son's severe burns after exposure to agricultural chemicals in South America threatened to leave him disfigured. Her forte is fighting premature aging from sun damage and free radicals using a combination of medical-grade organic essential oils, high potency organic pomegranate seed oil, imported botanicals, and clinical aromatherapy to restore moisture to dry sun-damaged skin, dramatically fade age spots and reduce the appearance of fine lines and wrinkles. Who doesn't love that? My favorites are the Natural Age Spot Eraser and the Dark Circle Relief Formula which smell amazing and leave my skin silky and the color more even. She also has great travel samplers of the products. Visit [La-Isha.com](#) for details.



*La Isha's Age Spot Eraser*

\* Data from the American Academy of Dermatology.

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