

The truth about sun protection

The what, the why and the how about the product. With our most popular myths debunked.

Section: Product stories

What is sun protection?

SPF or Sun Protective Factor tells you how much longer you can tan without being burned by the sun's UVB rays. SPF 30 means you can spend 30 minutes in the sun instead of one. UVA rays do plenty of sneaky skin damage too (including skin cancer) so you'll need a broad-spectrum sunscreen to cover all bases (and noses).

Why is sun care essential for skin care?

The ultimate treatment

If you think a suntan is a free glow up, we're here to tell you the cost: dark spots, fine lines and wrinkles. A good sunscreen is THE most important skincare product. Not only does it help stop skin cancer, it helps stop ageing. This goes for all ages, all skin types and all skin tones, so if you're skipping the SPF you're missing out.

“It's a summer's day thing”

SPF 30, 365

Sun damage is serious and demands proper protection from a sunscreen of at least factor 30. Did you know that 80% of UV rays can pass through clouds? Reflective surfaces like snow, sand and water mean you can even burn in the shade.

“Lips don't need sunscreen”

Lip care is sun care

Lips get sunburn and skin cancer too, and not using a lip balm with SPF will cause wrinkles on and around the area. While we're at it, don't neglect neck, ears, scalp, hands, feet and eyes either.

“A spray-on tan protects you from the sun”

Possibly the opposite

While a tan is the body's way of blocking out sun damage, fake tan on the surface of skin doesn't work that way. It could even be a risk for worse damage, since you won't be able to tell when it turns red. If you've sprayed on a tan, spray, slap or slather on protection too.

How to incorporate sun protection into your routine

The big cover up

Once mum would do it for you, but sunscreen is just part of being a grown up. First, give the sun

two fingers: dispense enough cream to cover your index and middle fingers. Now cover exposed areas, including ears, neck, and the back of the hands. On the face, tap gently to prevent irritation and get an even application. A stick sunscreen can be useful for the eye area.

Reapply sunscreen every two hours or more if you're swimming or sweating.