

skin solutions

Ingredient Spotlight – Hydrate +

Hydrate +: Let's begin by **BUSTING** the **MYTH** of SPF.

SPF simply means "sun protection factor" and should NOT be the only thing to look at when looking for a sunscreen. In fact, it probably should be the LAST thing to consider! I know this goes against the grain with some of us, but truthfully, the SPF is not NEAR as IMPORTANT as the ACTIVE INGREDIENT!

If you have a SPF 50 sunscreen that is based on a chemical, then you are getting a FALSE sense of PROTECTION, and your skin is ABSORBING all the harmful rays of the sun. These chemicals numb the top layer of skin cells so you can't feel the burn you're actually getting!!! This in turn promotes cancer, premature aging and brown spots (hyper pigmentation) on the skin.



You must have a physical sunscreen, one with Zinc Oxide or Titanium Dioxide, which reflect the sun's rays, instead of absorbing them like chemical sunscreens do. SEE THE DIFFERENCE? In conclusion, a SPF 8 of a proper sunscreen (Zinc or Titanium) is FAR SUPERIOR than a SPF 80 of a chemical sunscreen. (By-the-way, it's IMPOSSIBLE to get higher than a SPF 45this is just another marketing technique which encourages the false sense of protection we've believed all these years!!)

We offer several great sunscreens. This month we are spotlighting my personal favorite, PROTECT.

Protect is a blend of ZinClear (the most advanced form of zinc oxide), and is in a lotion base. This is an appropriate daily moisturizer with TRUE sun protection blended in. It is non-irritating, nourishing, emollient, but not too heavy.

TIP: You can also mix this in with some of your loose mineral powder and give it a squirt of Mystic (or Mineral Finish) for a super quick and super natural tinted moisturizer. Your skin will instantly have a healthy glow!

GENERAL INFORMATION

We carry a complete line of CosMedix Skin Care. CosMedix is a chirally correct, natural, chemical-free line containing no parabens, no dyes, no chemical irritation – only high potency vitamins, minerals & antioxidants that change the physiology of the skin.

Skincare products are recommended to support our professional services at home.