



WARNING: The concerns of exposure to the sun's UV rays



As spring moves into high gear, there's one thing on everyone's mind: getting into the sun, enjoying the warmer weather and kicking off the dog days of summer. But, while your mind may be focused on getting your body ready for the beach through diet and exercise, it's actually more important for you to make sure you're fully prepared for the sun's wrath on your skin.

Many people take a simplistic approach when it comes to picking out a sunscreen. To some, price is the most important factor. For others, SPF is the only thing they look at.

But sunscreen is more than just a number. Understanding the various ingredients and their effect on your skin is essential to giving you the best protection possible.

That's because a sun burn isn't the only thing you have to consider when you're headed to the beach, the lake, or even out in the back yard to mow the lawn or work in the garden. According to the Mayo Clinic, prolonged exposure to the sun's UV rays is one of the leading risk factors for skin cancer.

Here are some things you may not have considered before selecting your sunscreen. They make a big difference in the long run.

GET RID OF HARSH CHEMICALS

Protecting your skin is important, but not at the cost of subjecting it to harsh chemicals like avobenzene, para-aminobenzoic acid (also known

as PABA) and oxybenzone. There's a reason those ingredients are hard to spell. Some of the ingredients included in common sunscreens have been linked to cell damage—the exact opposite effect you want to have on your skin when you're trying to protect it.

But doesn't the American Academy of Dermatology recommend choosing a sunscreen with avobenzene? Yes, but it wasn't long ago that all the major sunscreens on the market also contained PABA. For experts in the field of dermatology field, that's a really bad, four-letter word. Para-aminobenzoic (PABA) has been stricken from all reputable sunscreens because of its links to cell damage. At Isagenix, we're proactive about protecting you from harsh ingredients, which is why we've intentionally left them out of Isa SunGuard™.

Isa SunGuard uses all-natural protecting ingredients to block UV rays from penetrating into your skin. Why worry about what you're spreading onto your body when you're trying to keep it safe? Instead, choose the natural SPF-30 zinc oxide and titanium dioxide of Isa SunGuard to give you peace of mind.

SAFE FOR THE KIDS

Another reason Isa SunGuard can give you peace of mind? Isa SunGuard is safe for kids ages three and above. You wouldn't fill your kids' lunch boxes with harsh chemicals, so why would you spread it on their skin? As with all skincare products, you should consult your doctor before applying it to children under the age of 3.

MOISTURIZING YET WATERPROOF FORMULA

Who wants dry skin when you're trying to relax at the beach? But at the same time, no one wants to apply sunscreen multiple times a day, either. Thanks to the moisture-rich combination of zinc oxide and titanium dioxide in Isa SunGuard, you can protect your skin (even while enjoying activities in the water) and keep it soft and moisturized at the same time.

The soothing ingredients of aloe vera, green tea and chamomile helps nourish all types of skin no matter the harsh conditions, meaning your skin will stay refreshed while blocking out harmful UV rays. All that without the greasy feeling or harsh smells that usually come with those mass-market sunscreens.

And, since it's waterproof, you won't need to reapply the sunscreen multiple times in the afternoon to yourself or the kiddos if they play in the water.

PART OF A COMPLETE SKIN CARE LINE

Other sunscreens are stand-alone products. They exist for a single purpose. But at Isagenix, we believe you should get the most for the money you invest in your personal-care products. That's why we've developed Isa SunGuard to actually complement the IsaDermix® line of skincare products like Moisture-Rich Day Cream, Anti-Aging Treatment Toner and Gentle Cleansing Gel™ that deliver proven results for people who want to keep their skin looking – and feeling – as young as ever.

Not only that, but when you use Isa SunGuard in conjunction with the complete line of Isagenix Nutritional Cleansing and Replenishing products such as the Ageless Essentials™ Daily Pack and IsaWATER™ Alkalized Concentrate, you're getting the optimum combination available – both inside and outside of your body.

MAKING YOUR SUNSCREEN GO THE EXTRA MILE

While Isa SunGuard is the best product designed to protect your skin from the sun's harsh rays, there are a few other things you can do to minimize your exposure to the sun.

If you're going out in the sun, wear a hat, light clothing and other items to help cover your skin. Only shed the clothes when you need to so you can get your daily dose of Vitamin D or getting in the water. The sun's rays can still penetrate through certain materials, so be sure to still apply Isa SunGuard if wearing light clothing.

Also be sure to apply sunscreen liberally, and according to the instructions. Some people don't apply enough sunscreen to their skin, minimizing its effects and leading to uncomfortable sunburns.

Visit IsaSunGuard.com to learn more about the benefits of wearing a healthier sunscreen.

