

Sun Protection 101

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Swim selling season is here and consumers are as savvy as ever. If you want to be educated and want the real scoop *ala* Sun Protection 101 you've come to the right place.

After treating sun damaged skin in spas for 12 years and sitting in on lectures with professors from Duke University, dermatologists and educators from the top professional

skin care companies in the world it is clear what damage the sun can cause when we don't effectively protect our skin. We at Chichanella Bella Swimwear have learned what measures to take for proper prevention.

The sun has many wonderful benefits; from elevating our moods to helping our bodies produce the much needed Vitamin D, but we know for sure that the sun also produces harmful rays causing a myriad of concerns. The Centers for Disease Control and Prevention (CDC) report that just a few serious sunburns can increase a child's risk for developing skin cancer later in life making it imperative for parents and caregivers to be educated on what is available to protect their little *Kahunas* and *Bathing Beauties*.

As a retail boutique owner you are in a unique position to share lifesaving information with your customers. Here are key pieces of information for you to know to be able to educate your customers as well as answer their questions. Kim Walls, daughter of Epicuren skin care company and founder of Episencial, the first skincare company to develop all natural and sustainable products specifically for today's actively healthy families and their green values gives us the scoop in Sun Protection 101!

- SPF is an acronym for "Sun Protection Factor. The SPF number refers to how much longer it will take the skin to burn with the specified SPF than it would take to burn with no protection at all. For example, if your baby's skin is very fair and would usually burn after 10 minutes in the sun and you use an

SPF 15 product, it would take 2 and 1/2 hours (10 x 15 = 150 minutes) for the skin to burn. So, a higher SPF product provides longer lasting protection. However, there is no additional value provided by an SPF higher than 50, and the difference between 50 and 30 is almost completely negligible.

- **BE AWARE:** The FDA recently came down on companies that called out higher SPF values than 50 for misleading marketing practices. More important factors to pay attention to are "broad spectrum" and "water-resistance". Products can be water resistant for up to 80 minutes, so customers should look for that feature if there are sprinklers, pools or beaches in their future. Zinc and titanium do provide broad-spectrum protection, so they are always safe if your customers prefer a natural protection.

- According to the Academy of Pediatrics even babies as early as ages 0 – 6 months should always have a 100% zinc and/or titanium blocking agent instead of a harsh chemical block. Just because a product is labeled for babies, doesn't mean it is zinc or titanium based. About 70% of what goes on your skin can go in and reach the blood stream very quickly, which is why it is important to use all natural sunscreen.



We recommend you take Sun Protection a step further with ultraviolet protective fabrics. You will notice a rating on swimwear hang tags utilizing ultraviolet protective fabrics beginning with the acronym UPF followed by a number. UPF stands for Ultraviolet Protective Factor. This is a rating system given to certain fabrics measuring how effective a fabric is at blocking out UV radiation transmittance.

- UPF 15 - 24 is considered Good
- UPF 25 - 39 is considered Very Good
- UPF 40 - 49 is Excellent

In a UPF 50+ rating, 98% of UV is blocked. UPF 50+ is considered the **ULTIMATE** in UV Sun Protective Fabrics! In non-chemically treated fabrics this is achieved by the construction of dense, tight construction (either weaves or knits) minimizing the spaces between yarns, which in turn minimize the amount of UV light that can pass through. Fabrics like polyester and nylon do a great job disrupting the passing of UV light.

Chichanella Bella Swimwear created swimwear with Ultraviolet Protective Fabrics such as polyester and nylon offering swimwear and bonnets with a UPF rating of 50 plus for the ultimate in sun protection for all your customers' *Bathing Beauties!* A great selling point for you!

Now kick off your swimwear selling season with a "Safe" Fun in the Sun Party! Invite your customers to the store for a swimwear fashion show highlighting the suits you offer created with ultraviolet protective fabrics. Offer foods that aid in protecting skin from sun damage such as raw fruits and vegetables which can boost the skin's resistance to sunburn by up to 30 to 40% in some cases. Let your customers know why you are serving these foods. If you are the creative type you can really have fun with your food display cutting a fruit or veggie to look like little sun umbrellas or ice cream cones for example. Speak on the topic of sun safety and/or have information available on the topic provided by Episencial who will be equally enthusiastic to include with for your customers with your order for your event. You can even offer a % of swimwear sales from suits purchased on the day of the event to go towards skin cancer research. Be sure to have safe and effective sun care products displayed with your swimwear to further show your customers you care about sun protection for their families and that you did the research for them. They will appreciate it!

For more information please visit www.chichanellabella.com ■

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