

# Photo Aging Is Not a Pretty Picture

Non melanoma skin cancer is the most common malignancy in the U.S. The risk has risen from 1 in 250 in 1981 to 1 in 87 in 1996.

Yet, 100% of the population is impacted by the process of photo aging. Photo aging is the term dermatologists use to describe aging caused by exposure to the sun's ultraviolet rays. The UV light induces production of free radicals in the skin which damage skin cells and connective tissue.

Once the skin is damaged by UV exposure and free radicals are created the results are:

- Reduced tumor suppression
- Skin wrinkling
- Yellowish color
- Loss of hydration
- Loss of suppleness, laxity
- Dilated capillaries
- Dry skin
- Blackheads
- Collagen breakdown and impaired synthesis of new collagen.
- While damage occurs over time, people who live in sun intense areas (like Florida and Arizona) can show damage as early as their 20's.
- 20 minutes a day in the sun is equivalent to a two week 8 hour per day vacation baking in the sun.

The Good News! All this is entirely preventable. The answer is protection. This is the key to the number one cause of aging • sun exposure. Avoiding the sun during peak hours is important, as are protective clothing. But the most important protection is the proper use of sun block with broad spectrum ingredients.

