



dermaiduals: the importance of a daily dose of SPF

dermaiduals delivers skin protection inside and out this summer

The Australian summer is synonymous with sun, surf, and sea, and it should always also be associated with SPF. With sunburn a marker of exposure to harmful levels of UV radiation, a history of sunburn is associated with increased melanoma risk*. This summer, protect your skin from the inside out with dermaiduals' Suncream SPF 15, formulated with the same skin mimicking technology, Derma Membrane Structure (DMS) found throughout the dermaiduals range. Yes, SPF 15! Don't underestimate the power of applying a skin loving and mimicking cream that contains renowned DMS – skin protection contributing to skin health – unbeatable!

Simone Vescio, Managing Director of dermaiduals Australasia says, "Australians are becoming more educated in understanding the benefits and efficacy of applying a topical SPF cream on a daily basis. It's not just about applying an SPF when you're on holidays or spending the day at the beach. Incidental sun damage can occur on the drive to work, dropping the kids to school and even sitting at your desk. It's time to get proactive and make applying an SPF 15 to your skin a part of your morning routine all year round. Now is the time to start this a great habit."

The dermaiduals Suncream SPF 15 is formulated to protect the skin from UVA and UVB-radiation, and acts the first line of defence against the often-harsh Australian sun. It is a fast penetrating matte cream which is effective in protecting face and body, and contains DMS components and sun protection filters against UVA- and UVB-radiation.

Confused about when to use an SPF 15, 30 or 50? Rebecca Miller, dermaiduals expert skin therapist and founder of the La Bella Medispa Group explains, "It's not always about jumping in at the highest number you can find. Different levels of SPF have a purpose for different occasions. I suggest for daily protection, use an SPF 15 under your foundation as part of your morning skincare routine. For those summer days at the beach or by the pool opt for a higher SPF rating such as 30+ or even 50+."

Users of the dermaiduals Suncream SPF 15 should apply the cream before the skin is exposed to the sun and let it absorb into the skin. It is recommended to reapply the cream on the dry skin after sweating or after swimming. Also, reapply cream regularly throughout the day to maintain protection levels.

dermaiduals Suncream SPF 15 is available now from dermaiduals clinics across Australia at an RRP of \$55.

About dermaiduals:

Made with pure, natural ingredients, all dermaiduals products are free from emulsifiers, preservatives, fragrances, mineral oils, silicones, dyes and amines, so you can be sure there are no nasties in your skin care routine. dermaiduals is now available in over 300 clinics across Australia and New Zealand. The range includes cleansers, serums, face and body moisturisers, and bespoke mineral makeup.

* source: Cancer Council Australia

www.dermaiduals.com.au

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