

Understanding Mineral Based Sun Protection

lavera chooses to use 100% natural mineral active ingredients in the SUN product line for skin protection to maintain the normal healthy functioning of internal organs and reproductive system. **lavera mineral sun protection is extremely popular, it has a 50% market share in Germany!**

Recently released scientific studies by Switzerland's Institute of Pharmacology and Toxicology conducted **prove that chemical sunscreens have unintended detrimental consequences.** The chemical compounds in sunscreens can accumulate in body fats, in mother's breast milk and can cause hormonal changes within the body. These chemicals mimic estrogen, and induce hormonal activities, like increasing the size of the uterus in women.

lavera organic skin care offers completely safe alternatives with Titanium Dioxide to protect from UV rays that burn and photo age skin. Furthermore **lavera** does not use any PABA, PEG, Synthetic fragrances or preservatives that could cause skin irritations.

Calculate the best SPF for yourself...

Sun Protection Factor(SPF) indicates how long you can stay in the sun without skin irritation or getting sunburned by UVB rays. There is no standard to measure protection for UVA rays yet. Follow these simple steps to calculate your SPF:

1. Select your skin type according self protection time

Fair skin - 5 - 10 minutes
Medium skin - 10 - 15 minutes
Dark skin - 20 - 30 minutes

2. How much time do you spend outside per day in minutes? Examples:

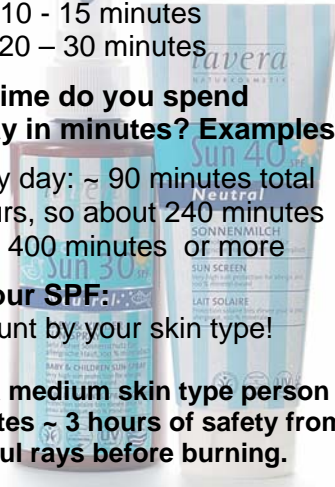
In and out every day: ~ 90 minutes total
Half Day: 4 hours, so about 240 minutes
All day outside: 400 minutes or more

3. Calculate your SPF:

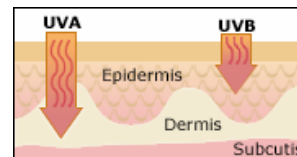
Divide the amount by your skin type!

Example:

SPF 20 allows a medium skin type person about 200 minutes ~ 3 hours of safety from the sun's harmful rays before burning.



Understanding UV rays...



Solar Rays Affect Skin Layers

UVA(Ultraviolet-A): UVA penetrates the skin deeper than UVB and causes wrinkling and photoaging. UVA may directly cause some skin cancers, including melanomas.

UVB(Ultraviolet-B): Causes sunburn faster than UVA light. Causes basal and squamous cell carcinomas.

Understanding Sun Protection...

Chemical Sunscreens absorb UV rays, they are absorbed deeper into the skin and into the body. Effective to protect against UVB rays and only recently, against UVA rays.

Mineral based Sun blocks reflect UV rays, protect against UVA, UVB and UVC rays. E.g. SPF 15 blocks 93 percent of UVB.

Note: SPF 15 blocks 93 percent of UVB.

Synthetic Sunscreen Chemicals to Avoid:

- 4-Methyl-Benzylidencamphor
- Octyl-methoyl-cinnamates(OMC)
- (4-MBC)
- PABA
- Oxybenzone
- Homosalate(HMS)
- Benzophenone-3