



I only need
sunscreen when
it's sunny

TRUE OR FALSE?



FALSE

Even on cloudy days up to 80% of harmful UV rays can penetrate your skin. UV rays are reflected off the ground too: sand reflects 15% of rays, water reflects 25% and snow can double your UV exposure!



I never burn
so I don't need
sunscreen

TRUE OR FALSE?

FALSE

There is no such thing as a safe tan. People who don't burn or who have naturally darker skin tones are just as susceptible to sun damage as those with light skin.



High-SPF
sunscreens
last longer

TRUE OR FALSE?

FALSE

Higher SPFs block a slightly higher percentage of the sun's rays – but no sunscreen blocks 100% of UVB rays! In fact, anything over an SPF50 provides only incremental increases in protection.



All
sunscreens are
created equal

TRUE OR FALSE?

FALSE

SPF (Sun Protection Factor) numbers indicate how long it will take for UVB rays to cause a sunburn. This has nothing to do with UVA rays which play a major part in skin ageing and generating skin cancer. Your best bet is to buy a sunscreen labelled 'Broad Spectrum' which means it protects against both UVA and UVB rays.



You should
reapply sunscreen
every 2 hours

TRUE OR FALSE?

TRUE

Without regular reapplication of sunscreen, areas of skin may be missed and at risk of burning. Or you may not apply sufficient sunscreen in your initial application, so by reapplying you are maximising on your level of protection.

DID YOU KNOW?

You should apply 1 teaspoon of SPF for full coverage on face and neck.



Physical
sunscreen is better
for sensitive skin

TRUE OR FALSE?

TRUE

A sensitive skin traditionally holds more heat. A physical sunscreen works by sitting on the surface of the skin and reflects UV rays. By reflecting the UV rays with a physical sunscreen, you avoid any unnecessary heat on the skin, that could lead to further irritation.



SPF is the
last product applied
in your skin care
routine

TRUE OR FALSE?

TRUE

Invisible Physical Defense SPF30 is designed to be the last product applied in your skin care routine. This will allow your moisturiser to work effectively and ensure maximum protection from the physical SPF.



UV exposure can
add 6.5 years to your
skin's visible age

TRUE OR FALSE?

TRUE

When UV rays enter the skin it causes inflammation, alongside a cascade of other biological events. When inflammation occurs in the skin, pigment is also produced, as a form of protection. This visible pigmentation on the skin can add years to your perceived age.