

Hello, sunshine!

A message from your future self, whose skin is smooth, glowing and healthy: Thanks for reading the next three pages! They pack the best strategies and new sunscreens for any summer scenario. BY JESSIE SHOLL



AT THE FARMERS' MARKET

If you're spending the day in and out of the sun, don't think the shade gives you a free pass.

WHAT YOU NEED A higher SPF than you think. "Many people don't realize they're getting enough sun on a meandering, shady day to do damage, so they go for a low SPF," says David Bank, M.D., director of the Center for Dermatology, Cosmetic & Laser Surgery in Mount Kisco, NY. But aiming high will help stave off wrinkling, mottling and other things your skin would rather avoid. "Plus, sunscreens can degrade, slipping from, say, SPF 15 to 7.5 within two hours of application," Dr. Bank says. So opt for an SPF of at least 30 and prepare to reapply

regularly. Yes, we know: Even if the SPF police were tailing you, chances are slim that you'd break out the lotion between palming plums. A dry way to reapply? SPF powder.

THE BIG PUT-ON Apply sunscreen 20 minutes pre-departure to let the SPF kick in—and use a shot glass's worth or a liberal layer of spray. If you reapply with a powder, "don't forget your chest, arms and hands, even though powdering them feels odd at first," says New York City dermatologist Doris Day, M.D. Out with a guy? "Get his ears, neck and um, bald spot, if he has one."

TRY L'Oréal Paris Sublime Sun Sheer Protect Sunscreen Oil SPF 30 (\$11, at drugstores), Hawaiian Tropic Silk Hydration Lotion Sunscreen SPF 30 (\$8, at drugstores), Sun Bum Continuous Spray Sunscreen SPF 30+ (\$16, trustthebum.com) or Shiseido Sun Protection Compact Foundation SPF 34 (\$27, sephora.com; not shown)



ON THE COURT

Or course. Or track. Outdoor workouts mean serious sweat—a sunscreen game changer.

WHAT YOU NEED A sport formula (conveniently, they're always labeled "sport"). Not just a marketing category, "these sunscreens actually form a bond with your skin that helps keep them in place when you perspire, so if sweat eventually trickles into your eyes, nothing irritating goes along for the ride," Dr. Bank says. And SPF 30 is a good starting point unless you're way more ambitious than we are and, say, running a summer marathon—in which case, proceed directly to 50+.

THE BIG PUT-ON Use a shot glass's worth of sunscreen or a liberal layer of spray. Always remember your hairline; it's particularly vulnerable if you're going to be sporting a ponytail. So when you're applying SPF to your face, start at your hairline and work your way in toward your nose. "Most people do the opposite, and by the time they reach the edges of their face, they've likely run out or have only enough lotion left for a thin layer," says Dr. Day. "By contrast, if you get to your nose and don't have enough, you instinctively reach for more. Nobody likes the Rudolph look." Also: "When you're reapplying, don't forget to go under your sunglasses, too. Where the rims touch your skin, they can make sunscreen rub off faster."

TRY NO-AD Sport 50 Active Sunscreen Lotion (\$10, at drugstores), Coppertone Sport Continuous Spray SPF 50 (\$10, at drugstores) or Banana Boat Sport Performance Coolzone Sunscreen Lotion 30 (\$9, at drugstores)

Label lingo, **DECODED**

This is the first summer that cosmetics companies have had to comply with new FDA sunscreen labeling regulations. And jeez, are people confused! Thus our cheat sheet on where the rules have changed.

BROAD SPECTRUM Time was, a sunscreen could call itself broad spectrum but provide differing levels of protection against UVA (the rays mainly responsible for premature aging and skin cancer) and UVB (the rays mainly responsible for sunburn and skin cancer). Now, "broad spectrum" means equal and ample protection against UVA and B.

SPF If this number isn't at least a 15, a product can no longer claim to help prevent cancer or premature aging. And at the other end of the scale, the FDA has recommended—but not required—that SPFs be capped at 50. North of that number, protection goes up only the tiniest bit, so don't think that SPF 100 protection is twice as good.

WATER RESISTANT No formulation is 100 percent impervious to moisture, so labeling a sunscreen "waterproof" or "sweatproof" is no longer allowed. Now, a product can claim only *resistance* to water and sweat—and has to let you know right up front (literally) whether you're looking at 40 or 80 minutes' worth of that protection.





AT THE BEACH

Whenever you add water to your summer fun—whether in the ocean, the pool or a river tube—your sunscreen’s got to work even harder.

WHAT YOU NEED First, an SPF of at least 50: Not only are you likely to be out for a while, but reflective surfaces amplify UV exposure. Second, you need a water-resistant formula (some of the newest can be reapplied to wet skin). And trust us: You want a water-resistant formula, even if your plan is to stay on the sand and finish *The Host*. “When you’re wearing a sunscreen that isn’t water resistant, getting splashed or perspiring is enough to reduce the protection,” says Dr. Day.

THE BIG PUT-ON The same rules about coating your body generously before you leave home hold true here, but there are some tricks to reapplying. Even with water-resistant formulations, you need to do so after every swim. And if you use a wet-skin formula, you should still pat your body down before you reapply: “Some dampness on your skin can actually help this kind of product absorb, but if you’re drenched, you’re going to compromise your skin’s defense,” says Dr. Bank.

TRY CeraVe Wet Skin Spray SPF 50 (\$17, at drugstores), Neutrogena Beach Defense Sunscreen Lotion Broad Spectrum SPF 70 (\$11, at drugstores) or Supergoop! SPF 50 Antioxidant-Infused Sunscreen Mist with Vitamin C (\$19, sephora.com)