

SUPER DERM OFFERS SPF TIPS FOR SUN SURVIVAL

If there's one thing Manhattan board-certified dermatologist Lori Brightman, M.D. wants you to know about keeping your skin even toned and glowing this summer, it's this: "Any sun spots, freckles or melasma that you may already have can potentially darken with more summer time sun exposure."

It's true. As your skin wracks up more hours in the sun (and more damage), hyperpigmentation may start to peak through on your complexion as dark spots and uneven skin pigment.

Dr. Brightman, who is nationally recognized for her work in clinical and cosmetic dermatology, offers 5 tips to keep your skin sun safe this summer:

Wear sun protective clothing: Wide-brimmed hats (that measure a minimum of two inches around, enough to shade your face) and UV 400 sunglasses (wrap-arounds, if possible) are musts when you're in the sun.

Apply SPF: We must be careful to be aware of when we are getting UV exposure. Wearing a daily UVA and UVB broad spectrum sunscreen or physical blocking agent such as titanium or zinc oxide is your best defense against UV exposure. Reapply every two hours, more often if you sweat or are in the water.

Toss your old sunscreen: They're less effective after one year; buy a new bottle of SPF every summer.

Avoid the midday sun: UV rays are strongest from 10 a.m. to 3 p.m. Stay out!

Use the right products: Apply elure™ Advanced Skin Lightening products every morning and evening all over your face to help reduce discolorations. Elure is a scientifically proven enzymatic skin lightening treatment that is hydroquinone-free. It is formulated with Melanozyme™, a natural enzyme which breaks down melanin in the skin in a fast and safe manner without side effects, producing noticeable improvement in skin tone within usually a month.

"Elure, with its active ingredient melanozyme, decreases pigmentation in a very different manner than hydroquinone. It actually breaks down currently existing pigment as opposed to stopping cells from making more pigment as hydroquinone functions. This allows for a quicker resolution of pigmentation," says Dr. Brightman. "Elure has been well studied in clinical trials and is known to be safe and non-irritating. It is safe and effective to use even during summer months."

The elure treatment consists of:

- **Advanced Skin Lightening Lotion:** A rebalancing skin lotion with Melanozyme™ to brighten, soften, soothe and replenish skin morning and night. (\$150)
- **Advanced Lightening Night Cream:** Moisture-rich, recovery hydration complex with Melanozyme™ to boost brightness and soften skin. (\$150)
- **Foaming Facial Wash:** Lathers up to remove dirt and dead skin debris, temporarily transforming dull skin into a soft, smooth, and radiant tone. (\$35)

elure™ Advanced Skin Lightening is a range of topical aesthetic products offered by Syneron Inc., and dispensed only by dermatologists, plastic surgeons and other medical aesthetic specialists. You can find a doctor or medical spa in your area or find out more about elure at www.elureskin.com

To obtain products or images or for more information on elure™ Advanced Skin Lightening, contact KELZ PR – 646-450-5359 - pattymathews@kelzpr.com