

sunsmarts

it's not just a numbers game

Summer's nipping at your sandals, and you're ready to enjoy the great outdoors—from alfresco brunches and jaunts around town to lazy days at the beach. This summer, stand up to the sun like never before. When it comes to smart sun protection, a high SPF is good—it just isn't enough. While SPF is a measure of UVB protection, it doesn't tell you how well your skin is protected from harmful UVA rays. **Neutrogena's revolutionary line of sun care products is engineered with breakthrough Helioplex™ technology, containing the best and longest-lasting UVA protection available.** No wonder Neutrogena sunblock is recommended most by dermatologists. Read on to see how sun smart makeovers help three savvy women stay healthy and beautiful all summer long!



JAMIE KYI, 34

“To stay young looking as long as possible, I moisturize my dry skin and wear sunscreen year-round. On weekends, I spend a lot of time outside—playing tennis, hiking, or swimming. I apply sunscreen before heading out—but it's too inconvenient to reapply. If I use a high enough SPF, am I covered all day?”



TINASHE KAJESE, 28

“Growing up in Zimbabwe, I was in the sun constantly. I didn't worry about sun damage then because my skin didn't burn. Now I know better, so I apply SPF 20 every day. I have combination skin, though, and haven't found products to keep my skin healthy looking without causing breakouts. Are there any?”



SALLY IMBO, 44

“I admit to loving the look of a tan, but I've had a cancerous mole removed, so I know I have to be careful. I don't hide indoors, but I use SPF 15 and cover up at the beach. I've even become a fan of sunless tanning. Since I get my skin checked by a dermatologist every year I'm probably safe, right?”

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Jamie's use of high SPF is a good start, but sun protection with Helioplex™ technology will lower her risk of UVA damage. With her active lifestyle, she needs lasting products that are easy to reapply on the go.



Healthy Defense® SPF 45 Daily Moisturizer with Helioplex™

Jamie should use this facial moisturizer daily. Formulated with Helioplex™, it hydrates and provides the long-lasting, broad-spectrum sun protection she needs to keep her skin looking young.



Fresh Cooling Body Mist SPF 45 Sunblock with Helioplex™

This spray is a cinch to use on the go—great for Jamie's active lifestyle. The spray-on water-light mist instantly cools skin. Helioplex™, provides long-lasting, broad-spectrum UV defense. Waterproof and sweatproof too!



MoistureShine® Soothing LipSheers SPF 20

Jamie loves enhancing her lips with color, but finds it drying. This sleek hybrid not only delivers glistening color, it's moisture rich with antioxidants and SPF 20 to hydrate and protect. Choose from 10 sheer shades.

Tinashe has good sun habits now, but she can compensate for past sun exposure with products that help prevent premature aging—and won't cause breakouts.



Age Shield Sunblock SPF 45 Lotion with Helioplex™

Tinashe can benefit from this sunblock with Helioplex™ to defend skin against both UVB and deeply penetrating UVA rays that can cause cellular damage, aging skin. Plus, the oil-free formula won't clog Tinashe's pores.



Healthy Skin® Anti-Wrinkle Intensive with Helioplex™

This moisturizing formula with concentrated retinol reduces signs of aging in just two weeks. It penetrates deeply, plumping and smoothing skin. Helioplex™ and SPF 20 will help protect Tinashe's skin from future signs of aging.



Healthy Skin® Glow Sheers™

Tinashe should try this light, sheer formula for even, radiant skin. Plus, vitamins, antioxidants and SPF 30 nourish and protect. An ideal alternative to greasy sunblock and pore-clogging makeup. Tinashe's shade—all-over bronzer. Five skin tone shades too.





With her history, Sally is already serious about sun care, but could do more. By opting for products with a higher SPF and Helioplex™, she'll benefit from the maximum protection available.



Ultra Sheer™ Dry Touch Sunblock SPF 70 with Helioplex™
Clinically proven to be the best sunscreen available—nothing is stronger or lasts longer. Exclusive dry-touch formulation feels clean and light on skin. Recommended by dermatologists.



Summer Glow Daily Moisturizer SPF 20 with Helioplex™
Sally can achieve a healthy glow just by moisturizing! Each daily application enhances skin's natural color, reaching maximum intensity after about one week. Plus, SPF 20 and Helioplex™ ensure skin is protected.



Healthy Defense® SPF 45 Daily Moisturizer with Helioplex™
This lightweight, non-greasy, super-hydrating moisturizer will protect Sally's face. The age-defying antioxidant vitamin E blend with Helioplex™ offers powerful, broad-spectrum UV protection.

This season, get the look of summer—without worrying about sun damage.



Sheer Body Tint

Love the look of a tan—but lack the time or patience for ordinary sunless tanners? This lightweight mousse enhances skin instantly with a gorgeous, temporary tan. You can even control and correct during application. It dries quickly and washes away with soap and water.



Mineral Sheers™ Bronzer

Gives skin a healthy and naturally sun-kissed look. That's because the pure mineral powder is gentle, oil-free, lightweight, and blends easily. It's perfect for those warm summer months—when less makeup is more. The all-in-one brush is portable.



MicroMist Sunless Tanning Spray

Get a beautiful, back-from-the-beach tan right at home! A 360-degree airbrush spray goes on easily and evenly—even on those hard-to-reach places. So no more missed spots, messy streaks, or orange palms.

The old expression “there’s safety in numbers” doesn’t apply to sunscreen. Products that only offer a high SPF may not provide the lasting protection you need. Neutrogena’s sun care products engineered with breakthrough Helioplex™ technology provide superior, long-lasting protection against the entire UV spectrum.

