



# SUNSCREEN

## The Underestimated Product in Your Cosmetic Bag

Just as you wake up and brush your teeth, application of an SPF product must be incorporated into your morning routine. In this country alone, one in five people will develop skin cancer in their lifetime<sup>1</sup> with more than 1 million skin cancer cases diagnosed annually<sup>2</sup>. Skin cancer rates have risen to alarming numbers over the past few decades – the rates of melanoma, the most serious type, have more than doubled in the last 30 years<sup>3</sup>. By simply altering your sun habits and wearing sunscreen, you may be able to avoid skin cancer entirely and escape the damaging effects of photo-aging or “premature aging” marked by wrinkles, dark spots and sagging skin. Sunscreen is no longer just a product for your beach bag, but a treatment that plays a vital role in the overall health and beauty of your skin. With years of experience as both a skin cancer researcher and a clinical dermatologist, Dr. Dennis Gross has witnessed the sun’s role in damaging and aging the skin as well as the beauty benefits of daily sun protection.

Our beauty culture is shifting as consumers become increasingly educated about the harmful effects of the sun. Our society is becoming less fixated on sun-worshiping and “bronzed-beauties.” The deep tan of the ‘90s is no longer revered as the beauty ideal and paler-skinned celebrities such as Cate Blanchett and Nicole Kidman have emerged as the new beauty icons. Consumers are embracing their natural complexions and understand the importance of daily sun protection. Dr. Dennis Gross, a former skin cancer researcher, is raising awareness that healthy skin is beautiful skin, and believes, “Sunscreen is not just for the beach, but is essential every day for all ages and every skin type.”

At MD Skincare®, our mission is skin protection, prevention and education. Dr. Gross has developed a powerful, yet elegant sun protection collection that our customers love and enjoy using. Gone are the days of unpleasant, greasy, sticky and stinging sunscreens - new, lightweight and odorless formulas have been developed. MD Skincare® Powerful Sun Protection Collection offers ultra-light, fast absorbing, multi-tasking formulas. The award-winning brand utilizes breakthrough, iron-encapsulating

technology that aids in skin cancer prevention by addressing the harmful effects of iron left on the skin by water and perspiration - neutralizing and removing impurities to detoxify your skin. MD Skincare® combines a precise blend of moisturizing nutrients, antioxidants and botanical infusions to protect your skin 365 days a year.



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- Dr. Dennis Gross