

# V-KOOL® - THE SPF 200 SUNSCREEN!

## ARE YOU DOING ENOUGH TO PROTECT YOURSELF?

The word is out. Long term skin damage, immune system suppression, accelerated aging and even skin cancer, has been attributed to unprotected exposure to the sun. The culprit is ultraviolet (UV) radiation.

It takes as little as two minutes in the sun for enough UV rays to cause free radical damage on skin. Of greater concern is the ill-effects to one's skin and health through accumulative exposure to the sun's UV. Thankfully, with the right precautions, it is possible to minimise the harm. If you live in an area with abundant sun, like the tropics, sun protection is no longer an option but an essential part of daily life.

## UV RAYS ARE MORE PERVASIVE THAN YOU THINK.

**If you think you are safe from UV rays because you're going to be indoors all day, or driving in your car most of the day, think again...**

About 20% of all sun damage happens while one is basking in the sun. The other 80 % happens while one is walking to the shops, driving in the car, or sitting beside a window. And the increasing trend of large, clear glass windows in homes and office buildings has left us very exposed to the sun's harmful rays. In addition, UV radiation produced by the sun can also be as detrimental on a cloudy day. Some 80% of the sun's rays can penetrate fog, mist and light clouds!

## And it's not just your skin....

Looking directly at the sun, even through the viewfinder of a camera, binoculars or telescope is tantamount to focusing sunlight onto tinder with a magnifying glass, and can result in permanent eye damage.

## ...your possessions at home too...

The sun is a natural bleaching agent. Precious garments and possessions near your sun-drenched windowsill, will fade and need to be replaced over a shorter time.

## IS MERE SUNSCREEN SUFFICIENT?

- Not all sunscreens are similar, and may not provide sufficient protection against the harmful effects of both UVA & UVB\*.
- To reap the benefits of a sunscreen, it has to be applied before exposure to the sun, applied liberally and reapplied at least every two hours!



## \*THE SUN'S SOLAR ULTRAVIOLET RADIATION.

Our exposure to UV radiation today is higher than ever before, as the ozone layer is gradually depleting. With less atmospheric ozone, a higher level of UV light now reaches the earth's surface.

The UV region of the spectrum is divided into 3 sections: UVA, UVB and UVC. As UVC is normally absorbed by the atmosphere, it does not cause health hazards like UVA and UVB.

**UVA** - UVA rays account for about 95% of all UV energy. UVA rays don't cause painful sunburns, but their effects are long-lasting. UVA rays can pass through glass and cause permanent harm to our skin.

**UVB** - UVB affects the skin's outer layers and is believed to be the main cause of sunburn, skin ageing and skin cancer.

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