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## FREQUENTLY ASKED QUESTIONS

### A PRACTICAL GUIDE TO ULTRASUN

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#### 1 How do I apply Ultrasun?

All **Ultrasun** products need to be applied to clean, dry skin at least 15-30 minutes before going out in the sun. Use plenty and really let it sink in before sun exposure. Look out for easy to miss bits (around shoulder straps and your clothing).

#### 2 How often should I be applying sun lotion if out in the sun?

How you apply sun cream matters: do it first thing, do it indoors and apply enough. Regardless of brand chosen, any application in direct sunlight (i.e when you're already on the sun lounger) increases evaporation before it's had a chance to bond with the skin, reducing its power to protect. Apply liberally to all exposed, or potentially exposed, parts of the body. You are also more likely to miss bits if you are rushed for time. Because of the technologically advanced formula, **Ultrasun** products require just one application a day to deliver long lasting, high level protection from both UVA and UVB rays. Generally one application is sufficient but another application may be required after extensive sweating, swimming, towel drying or in extreme temperatures.

Please refer to your sun account which can be found at [ultrasun.com](https://ultrasun.com) to make sure you use the right level SPF for your skin and do not exceed the amount of time you can spend in the sun.

#### 3 Can I apply other products to the skin before I apply Ultrasun?

It is really important that **Ultrasun** is applied FIRST to clean, dry skin before another moisturising or beauty product to allow **Ultrasun** to fully bind with your skin.

The way it works is that we place the sun filters into liposome jackets. This encapsulation process protects the filters and allows the skin to absorb it right into the skin cell. It is naturally released 8-10 hours later, hence the protection lasts so long and is water resistant. It also means it is photostable so won't break down under the sun's rays. You can put your skincare over the top and you are not wasting it. Cleanse, tone, **Ultrasun!**.

#### 4 How much sun cream would I need for a week's holiday?

As a rough guide we would suggest 100ml per child per week and 150ml for an adult.



## 5 Is it possible to tan even with a high protection factor?

A good sun protection product does not affect the natural tanning capacity of the skin. **Ultrasun** isn't a sunblock but a filter. Therefore your skin is still able to breathe and tan. Always start with a higher protection factor and move down when your skin has acclimatised. By protecting your skin like this your tan will last for longer.

## 6 What is UVA, UVB and infrared?

UVA & UVB are different, and you need protection from both, all year round. An easy way to remember is this:

- a. **UVA** (ageing, DNA and cell changing) penetrates below the skin's surface and requires a high level UVA filter in the sun cream you choose.
- b. **UVB** (burning) is the 'sunburn' we see ourselves after overexposure. This is measured by SPF when choosing sun cream. SPF stands for 'Sun Protection Factor'. The SPF rating system was developed back in 1962 by Franz Greiter to measure the capacity of a sunscreen to block UVB radiation. The current SPF rating system applies to UVB rays only, since those are the rays that cause sunburn.
- c. **Infrared**: whilst it's become a buzz word recently, **Ultrasun** formulas have always delivered defence for the skin from infrared damage.

## 7 Does the shade protect you from sunburn?

Shade isn't that simple. Over 90% of UV can penetrate light cloud cover, and this remains a common mistake and reason for sunburn – both in the UK and abroad. Shade given by trees and parasols only gives protection from around 70% of UV rays. Protection – applied indoors at the beginning of the day – covers all potential sun scenarios. Out of the shade, remember a simple shadow rule: the shorter your own shadow, the higher the sun and the greater the risk. Take a long lunch break in the shade and try to avoid sunbathing until after 3pm.

## 8 Will I get Vitamin D?

Get protection right as your first priority. The British Association of Dermatologists (BAD) states that continued sun exposure does not result in ongoing vitamin D production; vitamin D is converted into inert or inactive substances in the skin after prolonged UVB radiation. Therefore there is no benefit in sunbathing for long periods of time purely to increase vitamin D levels.

**Ultrasun** is a filter not a sun block. Your skin still functions – i.e. tans, melanin develops, receives vitamin D but slower.



## 9 What factor do I need?

Choosing the right factor is not necessarily about age – more skin tone and where you are or going to. Skin that is not used to the sun is less able to protect itself. Under the influence of UV rays, the skin begins to thicken and starts producing melanin. These processes take 10-20 days to take place, so use extra protection while your skin is adjusting to the sun. Know your sun account and that there is a difference between an SPF of 50 or 50+.

An SPF 50 is tested to be exactly that but a 50+ must achieve at least an SPF 58 to get that all important '+' sign.

## 10 What factor do I need for my children?

Depends on skin type and where you are. We would normally recommend **Ultrasun Family 30** in the UK and **Ultrasun Extreme 50+** abroad as a general rule of thumb.

## 11 What is the shelf life of Ultrasun?

It is 2 years AFTER OPENING – 3 years unopened.

## 12 I suffer from prickly heat what do you recommend?

**Ultrasun Family 30** or **Ultrasun Extreme 50+** are our most sensitive formulas that we recommend to prickly heat sufferers.

## 13 I'm pregnant, can I use Ultrasun?

**Ultrasun** can be used by pregnant ladies. However we would advise that you should try to avoid direct sunlight.

## 14 What does photostable mean?

A product is photostable if its chemical structure is nor or almost not altered by the energy of the UV rays.

### For more information:

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