

# AVENUE

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# ON THE B B H

## Romancing

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### Here Comes the Sun

AVENUE speaks with Dr. Lance Brown, cosmetic dermatologist and skin cancer surgeon, about Hampton Sun® and the golden rules of summer skin care.



Lance M. Brown, MD, has offices in New York City and Los Angeles and is a Clinical Assistant Professor at the NYU Department of Dermatology.

#### What do you tell your patients to look for in a sunscreen?

I advise patients to use a broad spectrum SPF/UVB sunscreen of SPF 30 or greater whenever spending time outdoors, regardless of the season. I also recommend that they find a product that is easy to apply and feels great on their skin so that they actually take breaks around town.

#### What are the dangers of sunbathing without proper protection?

There is little wonder that you do not have to be sunbathing to receive a damaging dose of the sun's rays. Up to 10 percent of UV rays reach the earth on a cloudy day. The immediate danger of not using sunscreen is a sunburn, which can increase the risk and speed onset of sunburned skin are easily damaged. With repeated sun damage, the skin starts to look dry, irritated, discolored and itchy. Moreover, the sun's rays cause DNA damage that is a major cause of skin cancer, which is now the most common of all cancers.

#### What specifically about Hampton Sun® made you elate yourself with the brand?

I was introduced to Suzanne Perrella, the owner of Hampton Sun®, who impressed me with her commitment, embracing skin research, transparency and passion for the product. Hampton Sun® includes several technical advancements attributed to Photostabilized, a unique and novel ingredient that helps enhance SPF strength and improve water-resistance while meeting the current FDA sunscreen requirements in a dermatologic surgeon's medical practice. In addition, the natural and soothing benefits associated with protecting skin from the sun.

#### What are some sun-care tips you give your patients?

When spending extended amounts of time outside, sunscreen should be applied liberally to all exposed skin. Approximately one ounce of sunscreen is required for the average adult. In a bathing suit, liberal sunscreen should be applied every two hours and more often if you get wet from swimming or perspiration and get in the habit of reapplying it after using an umbrella and finding some shade.

See [www.hamptonsun.com](http://www.hamptonsun.com) for more information.



Do you have a personal favorite product from Hampton Sun®? My favorite products from the brand include the SPF30 Continuous Wear Sun Spray because I don't see the lines and stick on a hot day. The SPF30 Continuous Wear Sun Stick, as well as the other children's products, are great too because they are not sticky and wash well, and my kids like them. I also recommend the Sunless Tanning Mist to those who desire the natural appearance of a tan without prolonged sun exposure. Like all of their products, it lasts a long time and is easy to apply. [hamptonsun.com](http://hamptonsun.com)