



SAFE SUNNING IN THE HAMPTONS SUN

by Sharon Feiereisen



Why is it important that people wear SPF year-round?

Dr. Lance Brown: You're exposed to sun 365 days a year and you need to protect yourself year-round to reduce your lifetime total sun exposure. One does not have to be sunbathing to receive a damaging dose of the sun's rays. Up to 40% of the sun's UV rays still reach the earth on a cloudy day.

Can you tell us about some of your latest products?

Salvatore Piazzolla: Our brand is constantly evolving and expanding. This year, we're excited to announce the launches of two fabulous products: an SPF 45 all-natural Tear-Free Sunscreen formulated especially for babies and a glamorous new commitment-free Airbrush Bronzing Mist.

What are your perennial bestsellers?

SP: Favorites include the SPF 35 Luxe Sport Continuous Mist, SPF 4 Sun Tanning Oil and Hydrating Aloe Mist. Another go-to favorite is our signature scent Privet Bloom.

What are some areas that are commonly forgotten when people apply sunscreen?

LP: Lips, ears, back of the neck, scalp, hands, and feet.

What about Hampton Sun do you find particularly appealing?

LB: They include several technical advancements attributed to Polycrylene, a unique and novel ingredient that helps enhance SPF strength and improve water-resistance, while meeting the current FDA sunscreen requirement. The sun's rays are

powerful enough to compromise many sunscreens' active ingredients, causing those sunscreens to quickly lose efficacy. Polycrylene is a photostabilizer that allows Hampton Sun to maintain maximum UVA and UVB protection. As a dermatologic surgeon, every day I counsel patients on the medical and anti-aging benefits associated with protecting one's skin from the sun. I recommend this product for its broad spectrum strength, supple feel on the skin and ease of application, which encourages regular use.

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Protecting your skin with sunscreen is a year-round must. As the temperatures rise, however, it becomes all the more imperative.

More skin is exposed to the sun and for longer periods. With so many sunscreens lining beauty counters, it's hard to know which ones to trust. We spoke with Hampton Sun president/owner Salvatore Piazzolla of Southampton and highly regarded New York City-based dermatologist Dr. Lance H. Brown to find out more about the importance of summertime skin protection and this line of luxury skin-care products.

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