Keep the skin you were born in!
How skin

Are you savvy?
There's nothing more beautiful than the soft, smooth texture of a baby's skin. It's fresh, radiates clarity, and is completely flawless. Wow. What we wouldn't give to keep such beautiful skin forever!

But the truth is, there are a lot of things that interfere with our ability to hold onto the skin we were born in, such as genetics—the tendency to freckle runs in families—bouts with acne, day-to-day exposure to the sun's rays, and so on. Obviously having flawless skin is even more difficult as we enter the teen years and grow toward adulthood.

While some factors, such as our genetics, can't be controlled, there are ways to “stop the clock” and keep our beautiful skin for much longer.

**savvy are you?**

Take the quick quiz below to find out how much you know about your own skin.

1. T / F Your skin is an organ, like the heart or kidneys.
2. T / F Most teenagers (about 85%) have some form of acne.
3. T / F Wrinkling is mainly due to aging.
4. T / F Not all tanning is bad for your skin.

The first two questions are true; the last two are false. If you are interested in keeping your skin young and attractive looking, please read on for more answers...
Who do you think would be a more appropriate spokesmodel for the tanning industry?

A. Baywatch Hawaii model Brande Roderick
B. a Nile Crocodile

While Brande Roderick is known for her beautiful tanned face and body, she would actually make a poor spokesmodel for the tanning industry because she doesn’t tan! As a former Playboy Playmate of the Year and Baywatch Hawaii star, Brande Roderick knows too much exposure can be a bad thing. That’s why Roderick avoids all forms of UV radiation and tanning. In fact, she uses self-tanning lotions to obtain her gorgeous look. She carefully avoids the sun and indoor tanning booths. “Why” you may ask? Well, she depends on her beauty for her living and knows that anything that might damage the appearance of her skin is a bad thing.

What about other current stars? The latest generation of celebrities shows a heartening change in appearance when it comes to their skin:

Claire Danes, Kate Winslet, Renee ZWellege, Fairuza Balk, and Cameron Diaz all appear “au naturale” meaning, in their natural fair skin color, rather than in a sun damaged state. Winona Ryder and Gwyneth Paltrow similarly have adopted a fair, rather than leather-forming look.

Why are the majority of media stars and celebrities eschewing tanning? Because they are smart and savvy, and they know what is important to maintain the gorgeous looks that got them where they are.

In fact, these rising stars are not alone. More and more people, particularly those who value their appearance, are either abstaining from sun exposure and indoor tanning or are choosing alternative tanning methods. While tanning appears popular in some places and with some people, fashion trends in the new millennium are more toward this “au naturale” appearance—fair, pure, untouched skin tones.
On the other hand, our friend the Nile crocodile has exactly the type of skin that would make him a perfect spokesmodel for the tanning industry. Thick, wrinkled and damaged skin is one of the unfortunate side effects of tanning. If your appearance is important to you, please read on to find the best ways to protect and enhance yours.
Appearance Quiz

It is human nature to want to look good. Take the following quiz taken from a research study on college student attractiveness to find out just how important you consider your own appearance on a day-to-day basis.

1. T / F How I look is important to me.
2. T / F I feel favorable about doing things to improve my appearance.
3. T / F Before going out in public, I usually notice how I look.
4. T / F I often try to improve my physical appearance.
5. T / F I feel that my success depends to some extent on my appearance.

Give yourself one point for each time you answered true.

If you scored:

0-1 You are someone who cares less than the average person about his or her appearance.

2-3 You show an average amount of concern about your appearance.

4-5 You are someone who cares strongly about your appearance.
Physical attractiveness is extremely important in our modern world. Study after study has shown that looking your best will lead others to view you more favorably too. Although we know that how good-looking you are has nothing to do with one’s moral fiber or the nature of one’s health, research has shown that college students perceive their attractive peers as more intelligent, sincere, and healthier.

There’s nothing wrong with wanting to look good, as looking your best is definitely advantageous in today’s competitive world. However, how many of us would consider wrinkles a part of our “best look?” Not many we would bet. Yet, in trying to look our best many of us are doing things that might actually hurt our appearance like increasing our chances we will develop wrinkles at even a young age.

There is growing awareness that wrinkles directly relate to the amount of sun and other UV exposure you get. Because of this, our most sophisticated young people are starting to view the “bronzed look” differently today. In fact, a recent survey conducted among young college-aged people right here revealed that perceptions related to tanned skin have been starting to change. The results indicated that young people like yourself having moderate and dark tans were more likely to be viewed as “vain, older, and less desirable” by their savvy peers. Conversely, those without dark tans were perceived as more mature, sophisticated and desirable.
What most people don’t realize is that the concept of a “bronzed look” is relatively new. If you lived in the 1800s and had tanned skin, your peers would have assumed you were either poor or from the working class. The epitome of beauty at that time, particularly for women, was to be fair-skinned, pale, and unblemished—which was “the look” of the well-to-do or elite.

However, this viewpoint was reversed in the early twentieth century when new types of machinery reduced work time and the necessity of extended labor outdoors. With all that free time, people took to the road and to the beach. Darkened skin came to symbolize wealth and freedom.

In 1923, having darker skin became a staple of fashion when French fashion designer Coco Chanel, after cruising from Paris to Cannes, stepped off a yacht with a suntan. She apparently had too much sun by accident, but the press and fashion world assumed she was making a fashion statement. Increased publishing of fashion ads and magazines popularized the appearance in the coming decades, reinforcing the association of darker skin with youthfulness and good health.

But as we’ve already observed, trends can change—most often when events or new information make us more consumer savvy.
Did you know that exposure to ultraviolet radiation (sunlight) accounts for 90 percent of the skin aging you acquire? You might also like to know that our ability to produce new surface skin cells (the skin cells that give our skin its youthful appearance) lessens by 10 percent with each decade we live. This ability to renew our skin, and keep it young and beautiful looking is further eroded by UV radiation exposure.

All this begs the question: *Is tanning ever good for you?* Not unless you view “scabbing” as healthful and attractive. As you know, a scab forms on the skin’s surface when your body heals from a puncture wound or scrape. In a similar way, this is what happens when you tan your skin. Exposure to ultraviolet radiation from the sun literally causes injury to the skin’s elastic fibers. The browning that results is your own body’s attempt to build a protective barrier against further injury.

Of course, it’s impossible to avoid all sun exposure, and small amounts are even good for you. But just remember: The more exposure you get, the more quickly your skin will acquire the symptoms of aging. The top layers will become thinner and less able to retain moisture while deeper layers will produce less collagen and oils, reducing the skin’s elasticity. Wrinkling and sagging will begin to occur no matter how young your numerical age.
The Tanning Bed Alternative Quiz

1  T / F  It is safer to tan under a sunlamp than in the sun.

2  T / F  By age 17, nearly 40 percent of girls have used a tanning bed.

3  T / F  Twenty minutes in a tanning bed equals a full day of sun at the beach.

4  T / F  Getting a tan under a sunlamp protects you from ultraviolet radiation from the sun.

5  T / F  The ultraviolet rays found in tanning beds are those most likely to produce premature aging.

Give yourself one point each for answering false to #1 and 4, and one point for answering true to #2, 3, and 5. If you scored three or more points, congratulations, you show better than average knowledge about indoor tanning.

Be Solar Savvy

Because we fear that sun exposure results in premature aging of the skin, many of us are electing to use indoor tanning beds to help our attractiveness. About 28 million people use the devices annually, many of them college students like you. A large number of these individuals believe that indoor tanning is a “controlled” experience and better for your skin than sunbathing. Unfortunately, this is not the case.
Recently, a leading woman’s magazine wrote an article that asked beauty experts to compare the skin appearance and age of three women, ages 25, 35, and 45. Ironically, the youngest of these, the 25-year-old, was rated as having the “oldest” skin—that of a 50-year-old woman! What made the difference? The youngest female was a dedicated sunbed tanner. She had already done irreparable damage to the delicate fibers of her skin!

What is it about sunlight and sunlamps that cause skin damage? Both contain ultraviolet radiation or UV rays. UV rays are an invisible light that can be divided into three categories based on wavelength—UVC, UVB, and UVA.

UVC rays are almost completely absorbed by the ozone layer and do not affect the skin. UVB rays affect the outer layer of skin and are what cause sunburns. Finally, UVA rays, which make up about 95 percent of sunlight, penetrate more deeply into the skin and are most responsible for wrinkles and sagging—conditions associated with aging.

The users of sunbeds often believe they are more protected from skin damage (and sunburn) because modern sunbeds emit fewer UVB and UVA rays than are found in actual sunlight. This is simply untrue.

The average tanning bed gives off 2 to 10 times more UVA radiation than the sun! Remember: UVA rays are the ones most responsible for wrinkles. While sunlight gives off only 5 percent of UVB radiation, the average modern sunbed gives off 5 to 9 percent. That means you might be exposing yourself to almost twice as much UVB radiation (which causes sunburn) than you get from sun exposure. And even the tanning industry has admitted that UVB rays are damaging!
FACT:

Regular exposure to the sun or to sunbeds will boost your immune system.

Exposure to the sun and tanning beds releases chemicals that suppress the immune system.

The truth about sunbeds

Indoor tanning has become a $2 billion-dollar-a-year industry in the United States. Tanning bed operations across the country (an estimated 25,000) are often not well informed and are not particularly forthcoming about how ultraviolet radiation harms the skin. Some even claim that indoor tanning is good for you.

One argument used by the tanning industry is that using tanning beds helps build a “base tan” that provides protection from further UV exposure. The truth is that the effects of sun and sunbed exposure are cumulative. Any exposure to UVA and UVB rays is damaging to the overall appearance of your skin, particularly in the amounts emitted from sunlamps. Using a tanning device is a bit like cooking a turkey in a microwave oven one minute at a time for several hours. Even though the individual increments of cooking time are short, in the long run the turkey is going to burn. If you can picture that turkey cooked and overcooked, you have a pretty good idea of what indoor tanning does to your skin’s appearance.
The acquisition of vitamin D during sunbed use is something else that the tanning industry says is healthful and may even prevent certain types of cancer. *This is pure nonsense.* Most of us get enough vitamin D through our diets and by sun exposure acquired from walking to and from our cars. Here again, the industry wants you to believe that regular sunbed use will make you healthier and more attractive—when in fact just the opposite is true.

Due to these issues, the American Medical Association even adopted a resolution in 1994 that called for a ban on the sale and use of tanning equipment for non-medical purpose. Although no ban resulted, individual states have begun passing legislation that addresses these problems. Tennessee and Texas, for example, require that tanning establishments clearly communicate the risks associated with UV radiation to customers. Tennessee’s tanning bed laws also require that teens between ages 14 and 18 bring a parent with them to sign a form acknowledging the risks of tanning or a notarized statement indicating that acknowledgement. Texas legislation is similar and prohibits the use of indoor tanning salons by anyone under 13, except under a doctor’s supervision.

If indoor tanning is so good for you, you should be asking why are laws being passed that *emphasize the risks*?

### Don’t Wrinkle Your Nose Quiz

**Who will be the first to experience premature aging of the skin?**

**A.** a **17-year-old** who tans in a sunbed 30 minutes each week

**B.** a **cattle farmer** who works outdoors all day every day, but religiously wears a sunscreen lotion

According to skin research, the teenager will definitely be the first to develop wrinkles and experience the symptoms of skin aging. Remember the sunbed user gets *two to ten times* more sun radiation than our farmer friend from those weekly indoor tanning sessions.
STOP
the madness

Not only is indoor tanning harmful to your skin but its effects are multiplied under certain circumstances.

Here are some basic rules to follow if you choose to tan:

- Don’t use tanning beds year-round. If you do, your skin won’t have the chance to regenerate, and the damage will accelerate.

- Don’t use a tanning bed after already acquiring a tan in the sun. This is a major no-no. The high UVA rays from the lamps will literally multiply the effects of the damage you already have.

- Cover up those sun-virgin areas. Places on your body that seldom see the sun are much more susceptible to skin damage. Respect that.

- Always wear the protective goggles provided by the operator to avoid eye burns, future cataracts, or possible loss of vision. Closing your eyes or covering them with a towel won’t give you adequate protection.

---

The American Medical Association supports sunbed use.

The American Medical Association has called for a ban on the sale and use of tanning equipment for non-medical purpose.
The “au naturale” look is in again today. Even pale tan-free skin that used to be considered unhealthy looking is now often viewed as appealing and attractive. Think of Kate Beckinsale in her many recent movie roles that required her to have alabaster—and obviously tan-free—skin. Her sexy, beautiful ivory look is a perfect reflection of the changing fashion trends in today’s society. These changes, coming from our increased knowledge and sophistication of the appearance-damaging effects of sun exposure and indoor tanning, have taught us to avoid the damaging effects of ultraviolet radiation.

You already know that the ultraviolet rays destroy the skin’s collagen leading to wrinkly, leathery skin. While it is impossible to avoid the sun altogether, it is a smart idea to try and avoid being outdoors when the sun’s rays are most intense—from 11 a.m. to 4 p.m. If you really must go outside in strong sun light, use common sense and learn all you can about sun protection including sunscreen. All sunscreens are given a Sun Protection Factor (SPF), a number between 4 and 30. This number indicates the degree of protection your product provides. Dermatologists recommend using a sunscreen with a SPF of at least 15. However, people with fair complexions should probably shoot for 30. You will also be protecting your baby soft skin by wearing wide-brimmed hats and long-sleeved shirts and pants. Of course, if you want to protect your precious collagen, and have the smooth, unblemished skin that guys yearn for avoid tanning beds altogether.
Appearance Alternatives Quiz

Please rank (1 to 4) the following methods of beauty enhancement in the order you personally believe them to be the most beneficial in improving appearance.

1. Hairstyle and cosmetics
2. Exercise
3. Tanning
4. Clothing styles

In the following section, find out how your peers ranked these beauty enhancing options.

Beauty savvy alternatives

In a recent study, a group of young people ages 18 to 25 were asked to rank (from 1 to 4) the effectiveness of certain methods of beauty enhancement: exercise, clothing style, hairstyle and cosmetics, and tanning. Not surprisingly, exercise was considered the most effective method for improving one’s appearance. This was followed by clothing style, hairstyle and cosmetics, with tanning coming in last.

These results reflect the fact that many “beauty savvy” people today are electing to protect their “skin innocence” as long as possible by avoiding all types of UV radiation and choosing alternative avenues for beauty enhancement. Following is some useful information to get you started toward becoming one of these smart, savvy trend-setters.
Being physically fit was hands-down the best and most preferred approach to maintaining good looks. While we come in all body shapes and sizes, we are all sexier with good muscle tone and a well-proportioned physique. Stick to a body firming routine for as little as 20 minutes per day, three times per week, and you will notice significant improvements in your overall appearance.

Not only will you look better but your peers will view you differently as well. In a recent issue of the *Journal of Sport and Exercise Psychology*, a study conducted by researchers at the University of Ontario revealed that a person who exercises is perceived as being “a harder worker, more confident, and (as having) more self control than non-exercisers.” Those who didn’t exercise were viewed as “sickly, scrawny, and sexually unattractive.” So take heed—and start moving.

**Regular cardio workouts** are particularly good for achieving overall fitness. Here are a few suggestions to get you started:

- **Take a hike.** A brisk walk, even for just 20 minutes, is an inexpensive and easy way to start exercising to improve your appearance.
- **Try kickboxing.** Find a kickboxing class or simply purchase a video. This sport will give you a safe cardio workout, as well as improve your flexibility, balance and ability to kick butt!
- **Do some hip hop dancing.** Rent a hip hop dance video or see if hip hop dance lessons are offered in your locale. You’ll get a workout and have lots of fun at the same time.
- **Grab a rope.** Jumping rope is a cardio workout you can do by yourself at any time of the day, indoors or outdoors.

**Websites that provide information about physical fitness:**

- acsm.org (American College of Sports Medicine)
- acefitness.org (American Council on Exercise)
- webmd.com
- FitnessMBA.com
Choosing clothes that complement your figure is also very important. First of all, determine your figure type. Do you have an hourglass figure or are you more pear-shaped? Begin consciously to choose styles that flatter your particular shape. Also, be aware that certain colors will suit you better than others. Some give you a healthy glow, others make you look vivacious and sexy. Take note of which ones make your complexion “pop” and select clothing in those shades. Take along a friend who can help you make assessments and decide what colors are most flattering to you.

While you’re at it, why not start developing a signature style? Many celebrities have professional stylists to help them achieve this, but you can easily do the same thing by yourself. Create a distinctive look by doing something as simple as adopting a bold (or not-so-bold) accessory that shows your individuality. It’s an enjoyable way to express yourself, and you’ll feel empowered.

For more information: lifestyle.msn.com/BeautyandFashion and soyouwanna.com
On the television series *Extreme Makeover*, it’s interesting to see how simply changing a hairstyle creates a dramatic improvement. When you see someone (even a stranger) with hair you admire, simply inquire about who did their styling. Every woman is a walking advertisement for her hairstylist. If you’re lucky, they may still be accepting new clients!

To help you find what makeup works best for you, get free cosmetic makeovers at various makeup counters located in your local department store. It won’t cost you anything and the consultants will likely give you free foundation and other makeup samples to take home.

One common makeup strategy is to pick a focal point for your face (such as the eyes) and play up that area with makeup while downplaying the rest of your face. For example, you could do strong eyes (dark eyeliner, smoky shadow, strong brows) with a softer mouth (unlined, stained or smudgy). This approach guarantees that you will not look like you’re wearing too much makeup and will draw attention to your best features.

For more information: great-hairstyles.com, visual-makeover.com and makeupalley.com
safe
With all these appearance alternatives available, you might decide that getting a tan just isn’t worth the risk of damaging your skin.

However, if you still think having darker skin is a must, consider trying some of the modern products available that can give you a tanned appearance, including:

• **Self-tanning creams** that are available at most drug stores. The active ingredient in these creams is dihydroxyacetone (DHA), which interacts with proteins in the outer layers of your skin to create a tanned appearance within two to three hours.

• **Bronzers.** Actually self-tanners, these products contain cosmetic dyes and offer immediate color and a uniform application.

• **Tanning spray systems.** Often found at tanning establishments, these involve the use of machines that evenly spray you with a fine tanning mist containing DHA, bronzer, and aloe vera.

• **Tanning towels.** The latest self-tanner on the market, these are literally towels that you wipe yourself with, starting with the feet and unfolding the towel a little at a time as you move upward. This one takes only about 20 minutes to dry.

The downside to these methods is that your acquired color will start to fade in four to five days; however, the same thing would happen with a regular tan as well. You should be aware that these alternative tanners do not protect your skin from UV radiation. You still need to wear a sunscreen outdoors, particularly in strong sunlight.
Tips for self-tanning:

• **Choose the right color.** Before you make your purchase, dab a drop on your inner arm to see if you like the color.

• **Protect your hair and nails** by covering your hairline and eyebrows with petroleum jelly.

• **When applying, use liberal amounts,** massaging on in a circular motion. Use less on knees and elbows, since the thicker skin there is more absorbent.

• **Wash your hands immediately** after applying a self-tanner. If any remains, use a facial scrub to remove.

For more information: sunless.com and sunlesstanninginformation.com

Tips to prevent wrinkles, slow down aging, and *keep your skin beautiful for life*:

• **Don’t tan at all.** Choose alternative approaches to beauty management.

• **Avoid indoor tanning** to keep wrinkles at bay.

• **If darker skin is a must,** try the sunless tanning products.

• If you **do** choose to use a sunbed:
  - Don’t go under the lamps more than 10 times per year.
  - Don’t use a sunbed after getting a regular tan.
  - Never lie in a sunbed in the nude or with minimal clothing.
  - Always wear protective eye goggles.
For heaven’s sake, give your skin a break.
Be smart, be savvy, don’t tan.
Not only is indoor tanning harmful to your skin but its effects are multiplied under certain circumstances.

Here are some basic rules to follow if you choose to tan:

• **Don’t use tanning beds year-round.** If you do, your skin won’t have the chance to regenerate, and the damage will accelerate.

• **Don’t use a tanning bed after already acquiring a tan in the sun.** This is a major no-no. The high UVA rays from the lamps will literally multiply the effects of the damage you already have.

• **Cover up those sun-virgin areas.** Places on your body that seldom see the sun are much more susceptible to skin damage. Respect that.

• **Always wear the protective goggles** provided by the operator to avoid eye burns, future cataracts, or possible loss of vision. Closing your eyes or covering them with a towel won’t give you adequate protection.