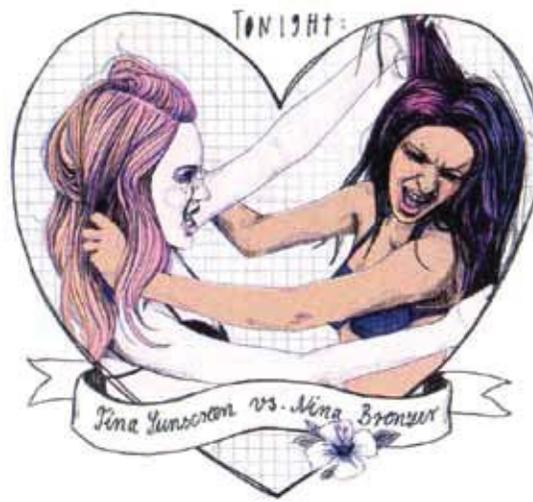


SUNNY DELIGHT

As the summer months approach, whether you prefer to be Fergie-bronze or have the pallor of PJ Harvey, you've got some work ahead of you. For those who want to fool their friends into thinking that they spent the weekend lollygagging on the beach in St. Tropez, an all-over self-tanner is the answer. But novices beware; at-home bronzing can be both messy and tricky. Linda Hay, who has tended to many famous bods in her role as Victoria's Secret head makeup artist, says that the two most important steps are prepping the skin and the motion with which you apply the product. "To prep the skin for self-tanning simply exfoliate and hydrate," says Hay. "I never use loofahs because they're unhygienic—all the bacteria grows on them from the moisture in the shower—so just take a rough face cloth,



put soap directly on that, and wash the legs, arms, and areas that will be tanned. And keep legs hydrated—use lotion right after the shower—because dry skin causes streaking." Hay also insists the mode of application should be a circular, not an up-and-down motion. If you would rather have a look that is sun-kissed, not sun-drenched, a good powder bronzer will do the trick. When choosing bronzer it's best to keep it only a step up from what the skin tone is currently," advises Pati Dubroff, the international celebrity makeup artist for Dior. "A fair-skinned person who would normally burn should go very light in bronzer tone, while if you are someone who has skin that would tan, you can use a slightly richer shade." And since powder bronzer is not foundation, it should be applied differently.

"Use a larger brush that leaves a light dusting of bronzer on the outer portion of the face on the higher bones that would be touched by the sun first," says Dubroff. "Don't forget neck and chest, and keep bronzer away from the sides of the nose and the undereye area." But no matter whether you are faking: golden tan or preserving your natural shade proper protection is essential. "The best sunscreens provide protection against both UVB (burning rays) and UVA (aging, cancer causing, and tanning) rays," says NYC dermatologist Dr. Jody Alpert Levine. "The SPF listed on a sunscreen bottle refers to sunscreen's ability to protect against UVB and does not refer to UVA protection. Zinc oxide, titanium dioxide or avobenzone (P 1789) are the best UVA blockers." A sunscreen with an SPF of 15 means that you can stay the sun 15 times longer than the normal time it takes to burn (10 minutes). So how you decide on the level that's right for your skin? "When choosing an SPF a number of factors must be considered," says Levine. "How long will you be out in the sun? What time of day will you be outside, and what activity will be doing? Most importantly, what is your skin type? For fair-skinned people, an SPF 15, and in many instances an SPF 30, does not provide enough protection on a summer day." And for maximum efficacy, apply often (every two four hours) and enough—according to studies most people only use 25-50% of the necessary amount. Follow these tips and you can rest assured your disposition will be sunny.

