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Professional Protection

Smart sun protection on holiday



Elite Island Resorts
CARIBBEAN



Elite Island Resorts

“At Elite Island Resorts we love welcoming our guests back for sunny adventures with us year after year, and we want to ensure everyone in the family enjoys the Caribbean rays safely. That’s why we’ve teamed up with Ultrasun so that you can properly protect and get on with the serious business of enjoying your stay with us.” **The team at Elite Island Resorts**

Elite Island Resorts is a collection of beachfront resorts in the Caribbean. Resorts include: St. James’s Club & Villas, The Verandah Resort & Spa, Pineapple Beach Club and Galley Bay Resort & Spa in Antigua; St James’ Club Morgan Bay St Lucia; Palm Island Resort in St. Vincent and the Grenadines and The Club Barbados Resort.

eliteislandholidays.com

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The unique advantages of **Ultrason**

- Offers long lasting, high level protection from harmful UVA, UVB and infrared A rays
- Will protect after swimming, towel drying and showering
- Hypo-allergenic and fragrance free
- Non-greasy and suitable for all skin types
- Helps to prevent prickly heat
- Helps to prevent premature ageing of skin
- Allows a natural safe tan
- Superior shelf life – two years after opening

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Five rules to enjoy the sun sensibly

- 1 Avoid the sun between 11am and 3pm when it is at its strongest and the risk of skin damage is higher. Take plenty of shade at this time.
- 2 Beware of the reflection factor – water, concrete, sand, snow etc will intensify the radiation by up to 80%.
- 3 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, so use extra protection while your skin has time to adjust.
- 4 Use skin protection products with a SPF30 or above, preferably free of oils, emulsifiers and fragrance as these are the main causes of allergic responses.
- 5 Apply sun protection (to clean, dry skin) indoors 15-30 minutes before you go into the sun. Pay attention to vulnerable areas – nose, lips, eyebrows, ears, scalp, shins and feet. Children need extra protection – remember the 3S rule – sunhat, shirt and sunscreen.

A few sun care myths debunked

JUST SLAP IT ON: **NO**, HOW YOU APPLY SUN CREAM MATTERS:

A survey by the British Association of Dermatologists in 2016 identified that 8 out of 10 people are failing to adequately apply sunscreen. Do it first thing, do it indoors and apply plenty. Any application in direct sunlight (ie when you're already on the sun lounger) increases evaporation reducing protection. Apply liberally to all exposed, or potentially exposed, parts of the body. Put on at least 15 minutes before you go out – look out for easy to miss bits (around shoulder straps and your clothing). Get a good coverage and let it sink in.

YOU HAVE TO GO RED BEFORE YOU GO BROWN: **NO**, TRAUMA TANS DO NOT LAST:

This is one of the biggest myths in sun protection, and it contributes to skin damage. By protecting properly from the sun the tan achieved will last. A "trauma tan" from inadequate protection that occurs too fast only ensures that the skin burns and sheds, leaving the skin tanless in days.

MY MAKE UP HAS AN SPF SO I'M PROTECTED: **NO**, SPF IS ONLY FOR UVB RAYS NOT UVA FILTERS:

A number of moisturisers and make up brands contain a sunscreen within them with a SPF of 15. However, these often tend not to be water-resistant and, by the very nature of their intended use, are applied a lot more thinly and therefore are often not providing the same level of protection as 'pure' sunscreens and also do not offer any UVA protection. Whether your make up contains an SPF or not, it is important that you choose a high quality sun protection product that contains photo-stable UV filters (this means that the filter is not broken down by the energy of UV rays).

ALL SUN PRODUCT SHELF LIVES ARE AROUND THE SAME: **NO**, THEY VARY:

Check your product for shelf life, the average is 6-12 months. All Ultrasun products have a shelf life of 2 years AFTER opening so can be used for more than one season and make great value for money. How long a sun cream lasts isn't just about value, it's about effectiveness and ability to protect to the level indicated.

SUN'S UP PERFUME ON: **NO**, PERFUME AND THE SUN DON'T MIX:

Sprayed directly onto skin, perfume is so aggressive that it undermines the skin's ability to protect itself against UV damage. Perfume covered skin becomes more vulnerable to sun damage. That means the level of protection you get from your sunscreen is diminished as well.