

Summer  
2019

# FASHION



**I WANT IT ALL  
I WANT IT NOW**

OUR FIRST-EVER "NOVELZINE,"

STARRING CATE UNDERWOOD AS ODILE

IN A DARK ROMANCE BY IAN WILLIAMS,

+ YOUR FASHION & BEAUTY SUMMER ESSENTIALS



Concerns about ingredient safety and the environmental impact of certain sunscreens on marine life are changing how we protect ourselves from the sun. **By Sarah Daniel**

In 1944, Benjamin Green, a World War II airman, developed one of the first sunscreens. Described as a ruby-hued petroleum jelly, it was a standard in the water-survival kits of American soldiers serving in the Pacific. Post-war, Green altered the formula, adding cocoa butter and coconut oil, and the resulting recipe became the first iteration of Coppertone.

Earlier this year, the nostalgic sun-care company marked another milestone: the debut of its first mineral-based (a.k.a. physical) sunscreen. The zinc oxide-only formula echoes a growing trend, with more and more brands leaving titanium dioxide—a mineral filter often paired with zinc—out of the mix.

“Titanium dioxide can be considered a bonus ingredient, in that it increases the SPF but provides minimal UVA protection, while zinc oxide on its own is con-

**GET OUT OF BED**

They seem downright archaic now, but tanning beds are still being used, as evidenced by a 2019 study that found over 10 per cent of Canadian adults used an indoor tanning bed in the past year and over a quarter did so at some point in their life. Using a tanning bed before the age of 35 may increase your risk of developing melanoma (the deadliest kind of skin cancer) by 75 per cent.



**BLIND SPOT**

Most people never think to apply sunscreen to their eyelids. But it's been estimated that five to 10 per cent of skin cancers occur here, partially due to the fragility and thinness of the area. One way to address this issue: Use a zinc stick or Supergoop's Shimmershades, four cream eyeshadows with SPF 30 that launched earlier this year.

**CHILDHOOD MEMORIES**

If you recall your parents being diligent about making you wear sunscreen, know that all the squirming they endured from you was worth it. A study from The University of Sydney found that Australians aged 18 to 40 who used sunscreen regularly in their childhood reduced their risk of developing melanoma by 40 per cent.



**THERE'S AN APP FOR THAT**

The Violet app considers your skin type and the sun's intensity to advise you on how long you should be outside and even tracks your vitamin D intake. Or, submit a selfie to Sunface and it will show you what your future without SPF could look like.

SIDEBAR TEXT BY PIPER MACDOUGALL. PHOTOGRAPHY: MAIN BY FERNANDO GOMEZ/TRUNK ARCHIVE; PRODUCTS BY DANIEL HARRISON (EXCEPT 'BLIND SPOT').

sidered a broad-spectrum UV filter because it protects from both UVB and UVA light,” says Dr. Sharyn Laughlin, a dermatologist and co-founder of The Sunscreen Company. (A little refresher: UVA rays accelerate signs of aging, like wrinkles, while UVB rays cause sunburn.)

Coppertone's latest launch also corresponds with another trend: the continued rise of mineral-based sunscreens, which offer an alternative for anyone concerned about the safety of the ingredients found in chemical-based (a.k.a. organic) products. It's a subject that has received significant attention (partly because of organizations like the Environmental Working Group) but had been dismissed by many in the cosmetics industry and labelled by some as fear-mongering. That is, until earlier this year, when the U.S. Food & Drug Administration (FDA) announced a forthcoming update to its safety guidelines regarding sunscreen ingredients—the first in 40 years. Of the close to 20 UV filters available, the FDA singled out zinc oxide and titanium dioxide as the only two it considers safe and effective. Chemical UV filters like “avobenzone and oxybenzone require further study to confirm their safety and ensure they are not being absorbed into the body and acting as potential endocrine disrupters, which affects hormonal health,” says Laughlin of the FDA's announcement.

Meanwhile, also earlier this year, Key West, Fla., joined Hawaii in banning the sale of sunscreens that contain oxybenzone and octinoxate, two chemical UV filters that are believed to be harming coral reefs. With skin cancers like melanoma on the rise, the forthcoming ban—which



BEAUTYCOUNTER COUNTERSUN MINERAL SUNSCREEN STICK SPF 30 (\$28); LASPA SPF 50 ULTRA SUN STICK (\$18); COOLA SPORT MINERAL SUNSCREEN STICK SPF 50 (\$30)

**DOING A SOLID**

Conveniently portable, zinc sticks will be a worthy addition to your purse come summer. A few hearty swipes can deliver coverage on small areas that are often forgotten (ears, neck and backs of hands), and tinted versions work when your face requires a reapplication.

takes effect in 2021—has dermatologists concerned. “We want people to be protected from the sun,” says Dr. Julia Carroll, a Toronto-based dermatologist. “I know that my American colleagues have been lobbying governments, asking them to take a breath and make sure it's actually chemical UV filters causing this [damage to the reefs], before we take yet another tool out of our belt.”

While the science of the ecological impact of sunscreens on marine life is still emerging, the evidence is alarming. Laughlin's partner and brand co-founder, Dr. Denis Dudley, is working with a team of marine biologists at Nova Southeastern University in South Florida to investigate how chemical UV filters

appear to adversely affect coral and marine organisms in the same way they affect humans. “What is starting to become clear is the idea that coral is like a canary in a coal mine,” says Laughlin, who believes that, currently, the only reef- and people-safe sunscreens are mineral formulas. She says they are “as effective or more effective” than conventional chemical sunscreens, as long as they have a minimum of 15 per cent zinc oxide—anything less isn't adequate.

There's another option, too—one that dermatologists have long preached: wearing sun-protective accessories and clothing. And since statistics show that between 5,000 and 13,000 tonnes of sunscreen are released into the world's oceans each year, wearing a swim shirt or rash guard means that less of your sunscreen is washing off into the water. □



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CYBERDERM SIMPLY ZINC ULTRA TRANSPARENT SUNSCREEN LOTION SPF 50 (\$52)

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