

# SPF is secret ingredient in newer beauty potions

As summer weather fades, so does our allegiance to sunscreen. So at a time when we should wear more sunscreen, considering that we might linger outdoors longer in a garden, at a cafe or walking a park to bask in the cool weather and sunshine, we're leaving our skin more vulnerable.

In response, a slew of beauty companies have devised a clever scheme to give customers the beauty and health benefits of sun protection without asking them to add an extra step to their routine.

They are hiding the SPF inside other enticing products that tout everything from moisture and anti-aging to dark spot correction and wrinkle reduction.

The newest sun protection products mention SPF as a side note, an add-on, a free with purchase convenience, if you will.

INNOVATIVE SKINCARE®'s Clinical Director Dr. Charlene DeHaven said, "Consumers are really looking for multi-tasking products for a number of reasons. They want products to do a couple of things. One (reason) is financial: You save money if you find a product that does several things well. And then the other is time, if you can do with one instead of six (products)."

She said that's why they developed the [ECLIPSE SPF 50+](#). The product is available in sheer and two tints, so that it doubles as lightweight coverage with a matte finish to blur skin imperfections. Eclipse can be worn alone or used as a fortified makeup primer.

"It's important for people to know that it's never too late," to improve their daily habits and health routines, DeHaven said. She said that you never reach the point of no return (a theory that's been supported by published experiments with elderly mice who drastically improved their life spans with better habits).

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