

Peter Rufa

From: Cooperlabs CABOT Skin Fitness <customerservice@cooperlabs.ccsend.com> on behalf of Cooperlabs CABOT Skin Fitness <cooperlabs@cooperlabs.com>
Sent: Wednesday, May 24, 2017 4:45 PM
To: peter@pcrcopywriting.com
Subject: 5 Tips to Protect Your Skin this Memorial Day - and Summer!

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We have exciting news!

Cooperlabs **CABOT. SKIN FITNESS**

Dear Cooperlabs Customer,

Memorial Day Weekend marks the unofficial start of the summer.

It's time for outdoor fun and time in the sun.

As you head outdoors to barbeques, picnics, hiking, the beach or wherever your summer adventures take you, just remember it's all fun and games until you get a sunburn.

Of course, dry skin is not much fun either. Left untreated, both lead to the premature aging of your skin. Here are 5 tips to protect your skin this summer to keep it healthy and younger-looking.

1. Drink water.

If you are feeling thirsty, so is your skin. Sun and wind also remove moisture. Make sure to drink water and stay hydrated when outdoors.

2. Wear wide brimmed hats.

The skin on your face and neck is thinner than most areas of the body and loses moisture faster. Ballcaps are fun and sporty, but provide little protection from the sun. Wide brimmed hats do a much better job of protecting your face, neck, ears and nose.

3. Be aware of medications you are taking.

Many medications and supplements increase sensitivity to the sun. If you take antibiotics like tetracycline, anti-inflammatories, blood pressure medications or supplement with St. John's Wort, you may be more sensitive. Check labels for warnings and side effects or speak with your doctor if you have questions.

4. Watch out for reflective surfaces.

Water, sand and the shiny white surfaces of boats reflect the sun. Reflected rays can burn just as much as direct rays from the sun.

5. Cover up.

Enjoy the sun, but if you'll be outside for extended periods during the hours of the most direct sunlight, cover up. Light, loose-fitting clothing feels good in warm weather, but heavier clothing offers better protection.

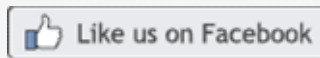
This summer, remember to protect your skin. If you do spend extended periods outdoors, apply a skin cream like the new CERAMIDE COMPLEX 25 RENEWAL CREAM to renew your skin's protective lipid moisture barrier and keep your skin looking and feeling younger.

Finally, join us this Memorial Day weekend in honoring those who have given the ultimate sacrifice in defense of our United States of America.



Yours Sincerely,

Peter Rufa
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