Pure Haven Sunscreen Q & A

When to apply?
Before sun exposure

When to reapply:
• About 30 minutes or so after swimming or sweating
• Immediately after towel drying
• At least every 2 hours

How does zinc oxide work as a sunscreen?
Upon application, zinc oxide and titanium dioxide sits on top of the skin where it absorbs, and reflects ultraviolet radiation protecting your living skin below. Zinc oxide is unique among sunscreen ingredients in that it is truly a broad-spectrum blocker, protecting from UVA, UVB. does.

Why SPF 30?
UV radiation reaches the earth in the form of UVB and UVA rays. UVB radiation plays a key role in skin cancer, and SPF refers mainly to the amount of UVB protection a sunscreen offers. Thus, higher SPFs can help: An SPF 15 sunscreen blocks 93 percent of UVB radiation, while an SPF 30 sunscreen blocks nearly 97 percent. Pure Haven’s Sunscreen has been tested and approved for SPF 30 by the FDA.

Why doesn't every sunscreen just use minerals such as zinc oxide and titanium dioxide instead of chemicals?
Zinc oxide and/or titanium dioxide are expense ingredients to get into a formula of SPF 30. This makes these mineral sunscreens cost more. Have you noticed how much less expensive chemical based sunscreens are compared to mineral sunscreens? We feel that peace of mind is worth the additional cost.

Although zinc oxide is the safest and most effective active sunscreen ingredient, the best protection from the sun is to seek shade and cover up with clothes and a hat.