

DOs And DON'Ts One Must Follow For Sun-Tanning

DOs

1. Check your Skin Type

Is your skin normal, sun-sensitive or sun-resistant? If normal, you will sunburn readily, tan rapidly. Sensitive skin sunburns easily, tans slowly. If your skin is sunresistant, you will sunburn slowly but tan quickly.

2. Check your Locale

Where are you? The sun's rays are stronger near water than in grassy areas: far more intense at high altitudes; much stronger in the South than in the North.

3. Check the Time of Day

Are you an early bird? Before 9 a.m. there's practically no tanning action. The sun's intensity builds up rapidly between 9 and 11 a.m. Watch yourself from 11 to 1 p.m., the time of the sun's greatest intensity. Between 1 and 3 p.m. there'll be intensive sunray action: after 3, practically no tanning action.

4. Check the Weather

Is it a clear day? You'll get the best tan. Be careful on a hazy day; moisture reflects the sun's rays so avoid over-exposure. Foggy or cloudy weather means little chance of getting a tan.

5. Check the Right Sunscreen Product for You

If you prefer a clear, non-oily liquid -- the cleanest, neatest way to apply a sunscreen -- then Bronztan Clear Lotion is recommended for you. One of the most effective sunscreens vet known, it dries rapidly so sand won't stick -- and protects even after swimming.

If your skin is dry or sensitive, you'll probably prefer a Cream Lotion which offers high protection and sottens and moisturizes tender skin.

If you're a true beach-nik, a quick tanner, someone who lives at the beach, then you should try Bronztan Moisturizing Lotion. Use it the whole sun-season through to smooth, moisturize and soften sun-wind-weather-exposed skin. And it helps to prevent drying, peeling. flaking.

DON'Ts

1. Don't Over-do the First Day

Don't stay in the sun too long the first day. The secret of a beautiful bronze tan is to take the sun slowly and sensibly.

2. Don't be fooled by a Hazy Day

Don't be lulled into a sense of false security by a gray day. Your chances of burning are the greatest so keep your skin protected and avoid over exposure.

3. Don't Sun at All if Supersensitive

If your skin has little pigmentation to develop a tan or if you are allergic to the sun's rays, stay away from it!

4. Don't Just Lie There -- Do Something!

Take advantage of your sun-tanning time with healthful beautifying exercises. Take along your transistor radio and you can keep in shape to music!