

## New sunscreen technology

A new technology called **Wash On** makes it possible to integrate sunscreen into soaps, facial cleansers, body washes and shampoos. All you need to do for daily protection against incidental sun exposure is to wash as you normally would in the morning to be protected against harmful UVA/UVB rays. According to the Sun Safety Alliance, 80 percent of our lifetime exposure to the sun comes from incidental daily exposure, such as running errands and commuting.

Two products are on the market that use the Wash On technology – Freeze 24/7's Ice Shield Facial Cleanser (\$48, 4.2 ounces, [www.freeze247.com](http://www.freeze247.com)) and By142's Body Wash (\$32, 8 ounces, [www.by142.com](http://www.by142.com)). More brands are expected to introduce this technology. Consumers should look for the Wash On logo on the front of packaging.

