

THE ROLE OF ENVIRON[®] CREAMS



The world we live in is no longer the friendly place it once was. Industrial waste has polluted the atmosphere and contaminants directly affect our skins. Some pollutants have deprived us of the protective qualities of the stratosphere. The thinning of the ozone layer is a reality; subjecting us to more intensive ultra-violet irradiation and the corrosive effects of free radicals.

A very thin membrane separates us from the environment. This delicate but amazingly efficient organ, that we call the epidermis of the skin, is our only protection against this increasingly hostile environment. As the sun's damaging effects only appear later in life, it is important to make all children **sun wise** to avoid wrinkled old skin and skin cancer. The frightening increase in skin cancer made scientists predict that 1 in 75 children born in the year 2000 would develop a melanoma during their lifetime.

The most common skin problem for men and women (especially fair-skinned people living in the sun belt of the world), is sun damage. It is splendid to bask in the vital energy of the sun and, when we tan, we may appear so healthy - but in fact the sun is slowly destroying our skins.

The sun irradiates a wide variety of rays to the earth that penetrate our atmosphere and affect all living cells. These effects are aggravated by changes in the atmosphere caused by the thinning of the ozone layer.

While immediate effects of the sun are often deceptively pleasant, the long term effects are damaging and have become so commonplace that most people consider it to be natural ageing. In fact we have to recognise this as a skin disease from the sun, not a condition caused by time. People also attribute their wrinkled skin to the very dry climate. The long-term effects of sun exposure are sinister - skin cancer may occur either as a simple rodent ulcer or in more malignant forms. The damage caused by the sun is called photo-damage or photo-ageing which is preventable.

With the current climatic conditions in mind and the increase of skin cancers Dr. Desmond Fernandes formulated the Environ[®] Original and Alpha ranges of skin care products. These creams are not just another product introduced to fool people into believing that they will look better. They were introduced as there were no equivalent creams available. Environ[®] therefore became a pioneer in true skin care.