

Condé Nast Traveler

TRUTH IN TRAVEL

20th Anniversary Contest
WIN!
 A TRIP TO
 OUR COVER
 LOCATION
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word of mouth



the
BODY

Turning Toward the Sun

A wardrobe of specialized SPF's for every peripatetic pursuit

BLAME IT ON COCO CHANEL. For centuries, the vogue was for pale (i.e., not a member of the labor class) countenances, until the designer got some color while yachting from Cannes to Paris. After that, tanning seemed like harmless fun, until scientific studies

linked sun exposure and cancer. These days, cosmetics companies are on a mission to make products that let us keep our active outdoor lifestyles and our healthy skin. As for Coco, redemption came in the 1950s, when she marketed the first artificial tanner.

Sun protection has been one of the largest public health crusades in contemporary history in Australia, the country with the world's highest skin cancer rate (half of all Aussies will be treated for it at some time in their life). In 1980, the state of Victoria launched a campaign to convince citizens to "slip" into a shirt, "slap" on sunscreen, and "slap" on a hat. The slogan "Slip, slap, slap"—and its accompanying rhyme, "Between eleven and three, slip under a tree"—shows signs of success. Skin cancer rates are slowing.

"Manufacturers would love it if you had a sunscreen for every occasion, but even skeptical consumers must admit that their everyday SPF 15 won't be enough for a trip to Cancún."

—Dr. David Bank, dermatologist

HAIR HYDRATION Those rays can damage hair, too—especially if it's been color-treated. **PERKAT'S SUMMER HAIR QUICK-QUENCH REHYDRATING GELS** protects with moringa seed extract, helps dry strands recoup with rich aloe vera—and has a deliciously fresh smell (5 oz., \$20). A quick spritz of **BIOKAGE'S DAILY UV HAIR MELT** guards against UV rays with non-sticky vitamin E and ceramides (4.2 oz., \$14). For shampooing, **PAUL MITCHELL COLOR PROTECT RECONSTRUCTIVE TREATMENT** has sunflower extract and hyaluronic acid to ensure that your perfect highlights stay that way (5.1 oz., \$14).



JET SET Zoom through TSA security checkpoints with compact versions of the best blocks. Two of our favorites under-three-ounces are **LANCASTER PRECIOUS SUN SPF 30 GLOBAL PROTECTOR CELLULAR SUPPORT CREAM**, which has all the anti-aging and reparative benefits in a tiny container (1.7 oz., \$80), and **MALIN + GOETZ'S SPF 30** for face or body and rehydrates (2 oz., \$16). Or avoid the liquid regulations altogether with **SMART GUY'S DAILY SUN PROTECTION WIPES WITH SPF 30+**, which come in a portable 15-pack (\$13).

LIP LOCK Yet another reason to stock up on Lancôme's classic **ROUGE ABSOLU**. The ultra-smooth lipsticks have SPF 15 and vitamin E (\$24). For those addicts, the brand-new **BALMSMELTER** is an SPF 17 non-sticky gloss (\$18). And even product-shy guys can handle **ANTHONY MUNDIESTI'S SUN STICK** 15, a no-fuss, unscented balm that works equally well on lips and around eyes (\$15).



U.S.A. \$4.50
 Foreign/Canada \$5.50