

Sherpa Tensing "Sensitive" for extra sensitive skin

More and more people these days react allergically to the combination of fatty sunscreens and UV radiation, breaking out in an unsightly rash, also known as "Mallorca acne". Sherpa Tensing has therefore created a fat-free "Sensitive" line of products for those with photosensitive, allergy-prone skin.

What joy - summer 2008 has arrived! And what could be better than basking in the warmth and light of the sun and at the same time getting a tan! For many people, however, the consequences of this kind of sunbathing are anything but pleasurable. This is because more and more people these days react allergically to the combination of fatty sunscreens and UV radiation. Their skin becomes red and itchy and may even break out in blisters and pustules. This is the condition known to specialists as "Mallorca acne" or Acne aestivalis.

Mallorca acne, which frequently affects the chest and neck area, has since become the most common light-induced skin disease in central Europe, but in most cases does not manifest itself until a few days after the first session of sunbathing. In the very worst cases, it can ruin a holiday by forcing the sufferer to avoid the sun. UV rays trigger the formation of so-called free radicals in the epidermis. These then bond with lipids, causing them to mutate in such a way that they trigger an inflammation in the hair follicles. Worst of all is the fact that this reaction can be triggered by UVA radiation as well, meaning that Mallorca acne can afflict even those who enjoy the sunshine from behind a window.

Mallorca acne can be overcome by slowly but surely re-accustoming the skin to sunlight, by taking vitamin E or beta carotene and by using a fat-free, anti-allergenic sunscreen.

The Sherpa Tensing "Sensitive" line comprises a sun milk, sun cream and after-sun lotion. The entire product line is completely free of emulsifiers and conventional fats and oils, and was developed in the course of intensive research by specialists and dermatologists at CWK in Winterthur, a member of the Coop Group. The "Sensitive" line also dispenses with preservatives, colorants and perfumes, which are likewise known to trigger skin allergies.

The Sherpa Tensing "Sensitive" formulation, in other words, had to be completely reworked, says Judith Weyermann, Head of Development at CWK. The result is a pleasantly light, gel-like lotion instead of a conventional cream or emulsion. Another advantage of the new formulation is that being so light, it reduces perspiration. It is nevertheless waterproof and contains a highly effective broad-spectrum UVA and UVB filter, with an SPF of 20 to 30. All Sherpa Tensing products comply with the EU's exacting new standards for

effective protection against UVA rays. They also contain moisturizers and are enriched with vitamin E.

Sherpa Tensing "Sensitive" products are available from retailers now. For more information, please go to www.cwk.ch or contact

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