

BEAUTY

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“The skin color you were born with is always going to be the right one for you. Be yourself.” — SIMON DOONAN, GLOWING VS. TANNING (p.20)

As we celebrate The Skin Cancer Foundation’s 30th Anniversary, beauty and fashion have finally caught up to health. Tanning has gone the way of cigarette smoking; it is not only unhealthy — the arbiters of style now consider it unfashionable and unattractive.

Today, nurturing our *own* skin color, our own optimum natural glow, is what’s fashionable. It seems so obvious now: What makes you truly healthy makes you the most beautiful. And the first prerequisite to skin health is protecting yourself from the sun’s harmful ultraviolet rays.

In keeping with the new union between health and beauty, the world of fashion has produced a plethora of stylish sun protection tools — inconspicuous, cosmetically attractive sunscreens, rakish wide-brimmed hats, and wide-framed, large-lensed sunglasses, to name a few, all of them working together for high style and health.



From top:

Brad Pitt

Nicole Kidman

Lucy Liu

Sarah Jessica Parker

Will Smith

