

Summer and tan are back in fashion: the bronze shade of the skin has become a symbol of natural beauty and freedom. The advertising campaigns of large brands are full of tanned models, and young people are actively sharing photos with the hashtag #sunBed. But how to get a beautiful tan without harming the skin? Alena Sheverdina, an expert in the field of cosmetology and the product director of Impulse Device, spoke about the processes in the skin under the influence of the sun and how LED therapy helps to maintain its health.

What happens to the skin in the sun

The skin is the largest organ that protects us from external influences and signals the state of the body. It consists of three layers: epidermis, dermis and hypoderma. The epidermis, the upper layer, holds moisture and protects against external factors. Derma is responsible for elasticity thanks to collagen and elastin. Hypoderm provides depreciation and production of active substances. Under the sun, the skin loses moisture, and ultraviolet destroys its protective barrier, causing dehydration and reducing the ability to regenerate.

“Take a walk along the sea or a ripe in a deck chair, warming in the sun,” the new trend whispers, ““ It is so natural to be tanned in the summer. ”



Alena Sheverdina

Expert in the field of cosmetology and product director Impulse Device

How a tan is formed

The tan appears in the basal layer of the epidermis, where melanocytes produce melanin pigment. This pigment protects the skin from ultraviolet radiation, giving it a bronze tint. Melanin is packed in melanosomes, which rise to the upper layers of the skin in a few hours

or days. That is why the tan does not appear immediately. The intensity of tanning depends on the type of skin and the ratio of two types of melanin: eumelanin (brown) and feomelanin (pink-yellow).

“Deep tan” implies its saturation. Structurally, the pigment cannot fall into the dermis - on the contrary, it is distributed from the bottom up.



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Why the tan is different

The type of skin determines how it reacts to the sun. People with very bright skin (the first type) almost do not sunbathe and easily burn due to the predominance of Feomlanin. Bright skin of the second type can light slightly, but also prone to burns. The middle (third) and olive (fourth) types of skin light better, and dark skin of the fifth type easily acquires an intense tan. These differences are associated with genetics and geographical origin.

The threats of the sun for the skin

The sun not only gives a tan, but also causes dehydration, destroying the lipid barrier of the epidermis. Ultraviolet reduces pH of the skin, which resembles the effect of acid peeling, but weakens its protection. Collagen and elastin, which are responsible for elasticity, are destroyed under the influence of UV rays, which is why the skin loses the turgor. Moisture loss is also associated with thermoregulation: the skin emits moisture for cooling, and the sebaceous glands produce more sebum. To minimize harm, drink water, use sunscreen and wear natural clothes.

Cosmetics for skin restoration

Cosmetics help restore the skin after the sun. Hyaluronic acid moisturizes, creating a protective film or penetrating into the dermis depending on the size of the molecules. Niacinamide strengthens the skin barrier, adjusting the production of sebum and ceramides. Vitamin C fights with pigmentation and oxidation, but requires use with SPF creams. Moisturizing creams with oils (jojoba, argan) and peptides support cells, and aloe and cucumber extracts soothe the skin.

Serum with vitamin C help to fight pigmentation, preventing the activation of the enzymes responsible for the synthesis of melanin.



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LED therapy: Assistant for Zagar

LED therapy is a modern way to prepare the skin for the sun and restore it after. Red light (630–660 nm) stimulates the production of collagen and ceramides, improves blood circulation and reduces inflammation. Orange light (590-610 Nm) supports metabolic

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processes, reducing the risk of burns and hyperpigmentation. Home LED masks in power are comparable to salon devices, but are designed for less intense use. It is convenient to take them on vacation to maintain skin health.

Red light with a wavelength of about 630–660 nm penetrates the dermis and stimulates fibroblasts – cells responsible for the synthesis of collagen and hyaluronic acid.



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Why sunbathe

Tan is not only beauty, but also benefit: the sun stimulates the production of vitamin D and hormones of joy. However, without proper care, the skin suffers from dehydration and damage. Moisturization, protection and LED therapy will help enjoy the sun without harm.

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Following these recommendations, you can get an even tan and save the skin healthy.