

RUB IT IN

DELPH'S GOLDEN RULES FOR A GOLDEN TAN

Delph knows the art to achieving a golden tan that lasts throughout summer is all about protecting your skin from burning. Burning your skin will not only put you on the fast track to skin cancer, but also stops you from developing a tan.

One of the few sun lotions listed on the UK's drugs tariff, Delph offers a complete tanning system from sun lotion in a range of factors right through to tan extending after suns, bronzing gels and a fabulous self tanning lotion.

With prices starting from a mere £1.99, Delph has a tanning solution for everyone from cash-strapped mothers to cash-wise urbanites. Simply follow Delph's ten golden rules to achieve a glorious golden tan that lasts all summer long!

1. Always wear sun lotion with a good SPF. If left unprotected - or under protected if the SPF isn't high enough - your skin will dry out, burn and peel. Very dangerous and not a good look!
2. Harmful sun rays penetrate through your clothes, so don't step outside until 20 minutes after your first application of sun lotion
3. Research proves that most people underestimate how much sun lotion to apply. As a rule of thumb, the average adult will need at least 6 teaspoons for all over coverage. Be especially liberal if using a spray lotion and never use sun lotion wipes – they are just a marketing gimmick and won't give you the protection you need
4. UVA rays are responsible for aging, so only ever use sun lotions such as Delph that have UVA protection in addition to UVB protection
5. Reapply regularly! and take regular breaks in the shade are really important – you don't want to waste your tan ill in bed with sunstroke!
6. Drink plenty of water – dehydration will dry out your skin and make your skin peel
7. Many sun lotions such as Delph are water resistant but there's no such thing as a towel resistant sun lotion so reapply as soon as you're dry
8. Prolong your tan by using a sun lotion that contains moisturising agents. In addition to great moisturisers, Delph sun lotion contains vitamin E to really nourish your skin and give your tan super staying power
9. Don't forget after sun! Your skin needs more than your average moisturiser after being in the sun, so be generous. Not only will it help prolong your tan by keeping your skin super hydrated, but it will also cool your skin after a long hot day. Delph has a range of fantastic after suns – including a special tan extending version!
10. If, like many fair skinned people, your skin refuses to tan, fake it! Use Delph self-tanning lotion to achieve the beach babe look in 3 hours flat. Or, if you just need a quick fix, apply Delph's bronzing gel for a quick no hassle tan that simply washes away. Don't forget that fair skinned people have a 50% higher chance of getting skin cancer, so make sure you use at high SPF lotion – factor 25 is perfect.



For media enquiries contact **Heather Mullins** at **ROAD Communications** on **020 8995 3948** or email **heather@roadcommunications.co.uk**