

Why You Must Wear Sunscreen in Winter Too

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When winter arrives, many of us ditch the sunscreen, believing cooler temperatures and cloudy skies mean less sun damage. That's a myth. UV radiation doesn't take a break when the air turns frosty. The harmful rays of the sun — especially UVA — continue to reach your skin year-round.

For example, in winter your skin may feel safe, but UVA rays can penetrate clouds and even glass, silently contributing to premature ageing, pigmentation and long-term damage.

In short: Sunscreen is not just a summer product. It's a daily essential no matter the season.

What Winter Adds to the Risk-Profile

1. UVA & UVB rays are still present

While UVB rays (which cause sunburn) may be less intense during winter, UVA rays (which damage deeper layers of skin) stay relatively constant.

Even on overcast days, a significant amount of UV radiation penetrates.

2. Snow and altitude amplify exposure

If you're outdoors in snowy or high-altitude areas, your exposure can actually increase. Snow reflects the sun's rays, compounding the effect.

3. Winter skin is more vulnerable

Cold weather, low humidity and harsh winds can dry out your skin and weaken the barrier. Lower protection + active UV rays = more risk.

The Upsides: What Regular Use of Sunscreen Does for Winter Skin

- **Prevents premature aging** — Regular UV exposure breaks down collagen and causes wrinkles, even in winter.
- **Reduces risk of pigmentation & sun spots** — Uneven tone and dark spots don't take a break in cold months.
- **Protects overall skin health** — Less sun damage means a more resilient skin barrier, fewer surprises.
- **Complements winter skincare** — Many sunscreens now include hydrating ingredients (e.g., hyaluronic acid, ceramides) that fit winter skincare needs.

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