

WATER, SNOW, SAND, PICK YOUR MULTIPLIER

IT'S A REFLECTIVE BATTLE

When we think about sun protection, most of us picture direct sunlight from above. But a hidden danger comes from reflective surfaces that bounce UV rays back at you, so your skin is hit from above and below, increasing damage even when you're not in direct sun.

Grass reflects about 4% of UV rays. That might seem small, but over hours of play or work, it adds up and contributes to your total exposure. Even though it's less intense than other surfaces, it's still a factor to consider when planning outdoor time.

Sand reflects about 20% of UV rays, effectively doubling the assault on your skin at the beach. That's why sunscreen isn't just a beach bag essential, it's a necessity whenever you're near sand. That extra 20% can make a big difference in how much UV damage you accumulate.

Water reflects about 10% of UV rays and can act like a magnifier, increasing your exposure while swimming or relaxing near lakes, rivers, or oceans. The glistening surface sends UV right back at you, even as you cool off.



Snow is the most dangerous reflector, bouncing back up to 85% of UV rays. That means nearly double the exposure while skiing, snowboarding, or walking in winter, especially at high altitudes. Many people get severe sunburns and snow blindness because the cold and snow trick them into thinking they're safe.

Wherever you are, on grass, sand, water, or snow, UV rays are constantly at work, so protect your skin: sunscreen, clothing, shade, and sunglasses are non-negotiable, because UV never takes a break, and neither should your protection.

