



BY THOMAS C. BALSCHI, MD

BRONZE BEAUTY

What is your definition of classic beauty? Is it the bronze goddess sporting a “kissed by the sun” glow or the pale ivory pallor of Kate Middleton that rose serenely from the edges of her creamy wedding dress?

Turn the glamour pages of vogue magazines and you will find natural beauty in the pale porcelain skin tones of Nicole Kidman, Cate Blanchett, and Gwyneth Paltrow. As a dermatologist, I applaud this trend in celebrity culture to protect skin from the damaging effects of the sun and to prevent wrinkles, age spots and even skin cancer. It's a wise approach to better health, yet baby boomer beach bums and young trendsetters have not really caught on. As a people, we are still seekers of the almighty “tan.”

Many still associate a deep summer tan with health and beauty but this was not always the case. In the 1800s, pale skin was in fashion because tan skin was a stigma associated with lower classes, mostly farmers.



The wealthy took great measures to protect their skin from the sun.

Today sunbathing is an indulgence of the wealthy. Tan skin is proof of affluence, a hallmark of having leisure time and money for vacationing. Ironically, if we observe landscapers and those in the outdoor work force, they are often covered from head to toe with sun protective gear, big hats, long sleeves and wrap-around sunglasses. They are aggressively warding off looking sun beaten, over worked and old.

Admittedly bronze beauties are attractive but not without serious medical concerns. Skin cancer cases are tripling each year making it the fastest growing cancer in the United States.

Tanning beds are foremost in the news, not because of a booming business plan but because the International Agency for Research on Cancer (IARC) has finally shown these popular sun alternative beds to be a high risk for cancer. Last year the World Health Organization put indoor tanning beds in the highest cancer risk category along with mustard gas and cigarettes.

My professional life is dedicated to keeping my patients' skin both healthy and enviably attractive. To counteract the risks human nature continues to take flirting with the sun, I am pleased to announce the launch of a completely safe bronzing lotion with SPF 46. Balshi MD Derma-ceuticals new product will create a healthy glow without UV exposure, tanning beds or sunburn. The coveted “look” can be achieved instantly without the risks and without the fears.

While sparkling stardom showcases white, most of us still look best in vivid color.

I recommend achieving this with professional guidance and with products that bring out the classic beauty in you.

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