

## Need-to-know about sunlight

**HelioVital®**  
*we are selective*

### Sunlight

is for mankind boon and bane at the same time.

**HelioVital** helps you to use the vitalizing bio-positive curativeness of the sun and helps you at the same time to protect yourself reasonably, comfortably and without further risks against harmful sunrays.

The skin and lips as interface between body and environment, and in addition eyes and hair are exposed to a variety of harmful influences.

In addition the

### Risks by UV radiation:

The invisible UV radiation from the sun holds many risks.

The penetration depth of the UV rays into the skin is dependent on the wavelength, UV radiation reacted thus in differently deep cell layers.

Short-wave UVB rays are considered as principal reason to sunburn (erythema), skin cancer and premature skin aging (skin folds).

Short-wave UVA rays are jointly responsible for premature skin aging and form a cause for various sun allergies (as well-known "Mallorca acne").

However:

Long-wave UVA rays also release the boosted pigmentation, called tan of the skin (the desired, long persisting suntan), and contribute to a vital appearance.

### Risks by IR radiation (infrared/radiant sunheat):

Also the penetration depth of the likewise invisible IR radiation of the sun, felt on the skin as warmth, depends on its wavelength. The close IR-A radiation penetrates deeply into the skin and works into the retina of the eye.

This radiation attacks the mitochondria ("power stations of the cells") in the skin cells and provides there for oxidative stress by aggressive oxygen molecules (free radicals) and thereby for dry skin, premature skin aging and leads to skin cancer risks.

With the eye the invisible IR-A-radiation endangers the retina (cataract).

However: Apart from these dangers and the risks of an overuse of the blood circulation caused by the thermal stress the IR-rays offer, depending upon penetration depth, anodyne, relaxing and cure-promoting warmth.

### Sun protection and sun-use

It is important to avoid selectively the dangerous rays and to enjoy the positive rays best possible. With **HelioVital** sunscreen films you enjoy selectively the advantages of the sun and avoid their risks - an innovative, tanning, dermatological sun protection. For a sunny life.

**selective sun protection and sun-use: HelioVital**

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### Sunlight

is for mankind boon and bane at the same time. This conflict leads to the entitled warnings from dermatologists of sun baths, because even small radiation dosages of the sun can lead to irreparable damage. On the other hand straight sunlight is food for skin and soul. Light is energy. The biopositive effect of the sun on the body and on the mind already everyone experienced.

### The modern cell-research

in recent years contributed on the one hand decisive to explore the causes and the modes of action of sun caused skin-damages more specific. Since that time UV radiation caused skin-damages stands in the foreground. Newest realizations however point out that also the IR radiation (infrared/radiant heat energy) brings along dangers and not only use. Both the UV rays and the IR rays are not visible to the human eye. IR radiation felt on the skin as warmth - if you begin to feel UV radiation, then it is usually already too late. It occurred a damage of the skin - first an erythema (sunburn). And the problem is: The skin does not forget anything.

### The modern medicine

uses UV and IR rays on the other hand also for medical treatment, e.g. of skin diseases/disorders (e.g. psoriasis or neurodermatitis) or for accompanying gentle therapies of diseases or ailments (e.g. diabetes or osteoporoses) or for the treatment of psychological disorders. Lack of sunlight is the cause of an increasing vast number of illnesses. The effective influence of the sun in triggering natural vitamin D synthesis and an sun-indicated hormone balance and elasticity of cells and bodies is the basis for a longer life.

### Modern humans

- each skin type, young and old as a result of these cognitions - can on the one hand use the vitalizing bio-positive curativeness of the sun and protect on the other hand themselves at the same time comfortably and without other risks against the harmful rays of the sun: wonderful life - sunny life. **HelioVital** is an innovative lifestyle-product for intelligent, conscious sun use free of all allergy risks. Vital, tight and healthy skin, brilliant appearance as guarantor for success and acceptance, and pure sense of being.

**Sun up your life**  
[www.heliovital.de](http://www.heliovital.de)

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